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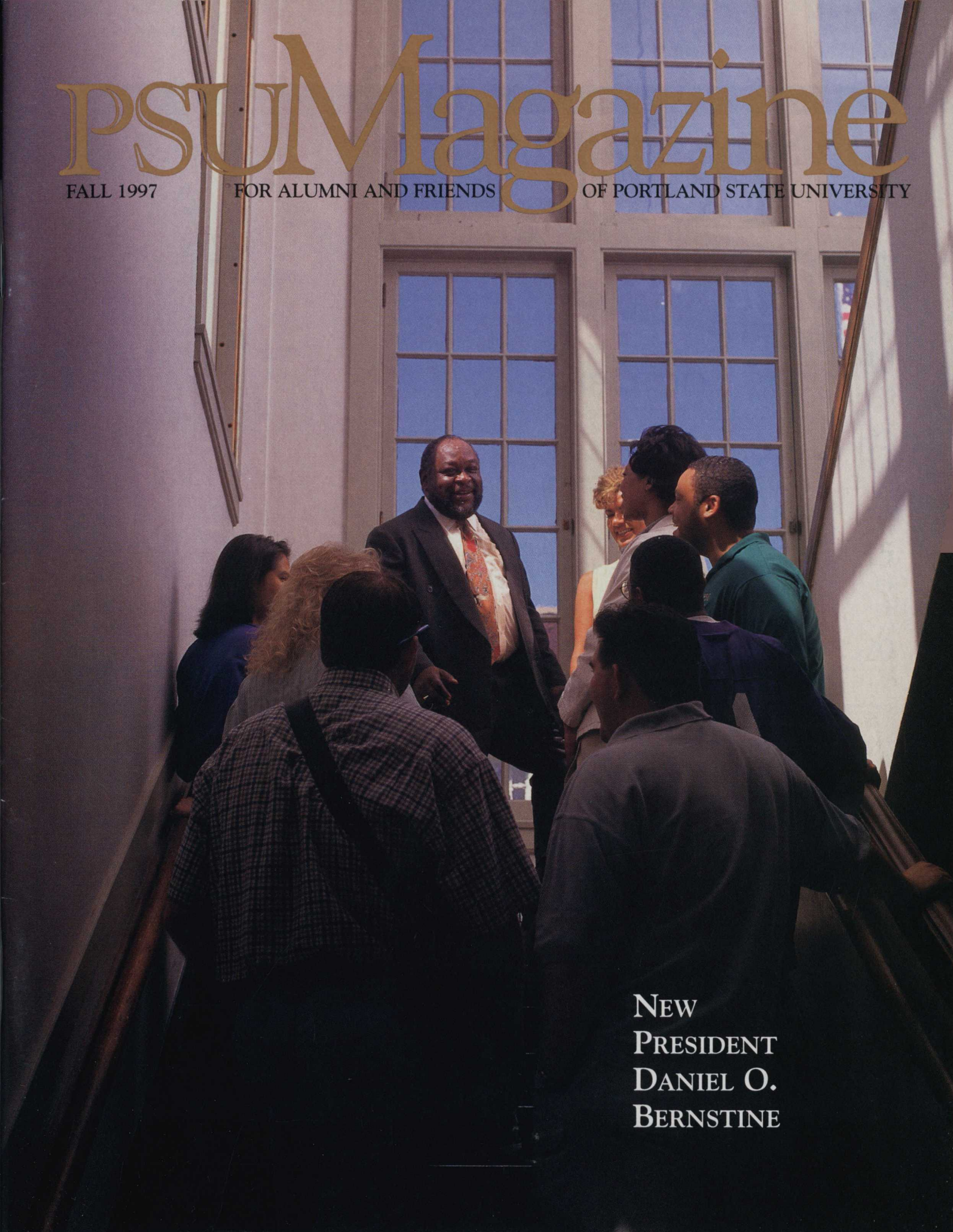
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PSU Magazine

FALL 1997 FOR ALUMNI AND FRIENDS OF PORTLAND STATE UNIVERSITY

A group of people, including President Daniel O. Bernstein, are gathered in front of large, multi-paned windows. President Bernstein, a Black man in a dark suit and patterned tie, is smiling and looking towards the group. The group consists of several young people, some of whom are looking at him. The scene is brightly lit by natural light coming through the windows, creating strong shadows on the wall to the right. The overall atmosphere is positive and professional.

NEW
PRESIDENT
DANIEL O.
BERNSTINE

The
Business Journal
Serving Greater Portland

PSU Weekend

OCTOBER 24-26



Featuring

Ursula Hegi

Best-selling author of
Stones From the River

Campus receptions sponsored by:

- College of Liberal Arts & Sciences
(14 departmental receptions)
- College of Urban & Public Affairs
- Graduate School of Social Work
- School of Business
- School of Education
- School of Engineering & Applied Science
- School of Fine & Performing Arts
- *The Vanguard*
- ASPSU

PSU
Alumni Association
PORTLAND STATE
UNIVERSITY

WEEKEND '97 EVENTS:

- 26 free Seminar Day Lectures
- Viking Night at MAC
PSU vs. Montana State
- Four Sunday Tours
- Patron Night at Central Library

The
Business Journal
Serving Greater Portland

To buy Hegi lecture tickets or to reserve seats at free lectures, call 725-4949.

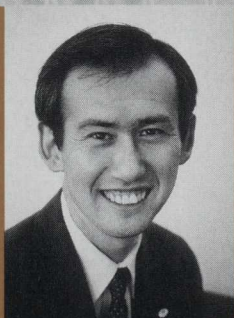
Dan Bernstine



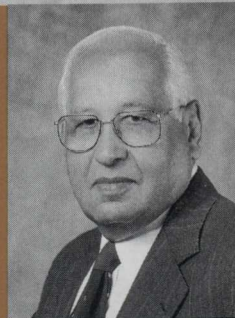
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Charlie Allcock



Nohad Toulan



Barney Burke



SEE THESE AND OTHER GREAT SPEAKERS

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Cover: New President Daniel
Bernstine talks with PSU student
ambassadors in Shattuck Hall. Photo
by Jerome Hart.

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New to Fine Arts

In the music biz Robert Sylvester has done it all. He's achieved an international concert and recording career on the cello, produced opera and musical theater, and founded and directed music festivals.

The Juilliard grad is also a music scholar and administrator and in September became the new dean for the PSU School of Fine and Performing Arts.

Sylvester came from Western Washington University in Bellingham, where he was a professor of music, director of University Arts Services, dean of the College of Fine and

Robert Sylvester, new dean of the School of Fine and Performing Arts



Performing Arts, and most recently, director of Cultural Affairs. In this last position Sylvester was integrating the arts and humanities into all aspects of the school.

Sylvester, 53, most recently founded the Bellingham Festival of Music. Earlier, he started the Cape and Islands Festival in Cape Cod, Massachusetts, and Chamber Music at the Guggenheim in New York City. He has held faculty positions at University of Rochester, Eastman School of Music; Philadelphia Musical Academy; and University of Texas at Austin.

Solving a weedy problem

Biology professors at Portland State and Southern Oregon University are working with natural resource agencies to solve an aquatic weed problem that has plagued irrigation water providers and contributed to a 1996 fish kill in a Rogue River tributary.

The \$54,000 study, which will be completed in January 1998, will result in a detailed management plan for removing weeds built up in the irrigation canals of the Talent Irrigation District near Ashland. It's expected that the study's suggestions for a safer, more effective method of weed abatement could be applied to many of Oregon's more than 70 irrigation districts.

Leading the study are Mark Sytsma, assistant professor of biology at Portland State, and Michael Parker, assistant professor of biology at Southern Oregon University.

Impetus for the study came from the May 1996 Bear Creek herbicide spill that resulted in the death of juvenile steelhead trout and coho salmon. The herbicide Acrolein was used to wipe out aquatic weeds that had grown large

enough to clog water flow in the Talent Irrigation District's irrigation canals.

Already, researchers have made some interesting findings. Sediment buildup of four inches appears to be largely responsible for the weeds' ability to take root in the canals. Dredging the canal might solve this problem, but the resulting water turbidity could clog up drip irrigation devices in the Ashland area.

Another option might be grass carp, a nonnative, plant-eating fish that acts as a natural weed remover.

Talent Irrigation District officials are trying to convince the Oregon Fish and Wildlife Commission to allow grass carp, which are banned in Oregon, on a tightly controlled demonstration project. In a previous experiment, grass carp were introduced to Devil's Lake on the Oregon Coast to reduce the lake's vegetation. The fish proved too efficient, eating virtually all the lake's vegetation, causing other fish to perish.

Finally, tuition relief

Tuition for students in Oregon's public university system will not increase for the next two years thanks to a favorable budget approved during the recent state Legislature's session.

Instruction fees for resident undergraduate students are frozen at current levels after escalating 80 percent during the past six years. Students this fall still face a slight increase in fees for such things as health services, student activities, campus construction, and computer technology. Resident tuition at PSU for the 1997-98 academic year is \$3,357.

The state contribution to the higher education budget totals \$577 million, approximately 10 percent more than current spending.

"This is the first higher education budget since 1989 that avoids deep cuts in the base budget," said Chancellor Joseph Cox. "I am hopeful that this marks the beginning of a trend in reinvestment in higher education."

Getting all shook up

A massive seismic testing shake table—the only one of its kind in Oregon—is now in operation as part of the School of Engineering and Applied Science's applied research facilities.

The shake table is part of the new STAR (Seismic Testing & Applied Research) Lab, located in the basement of Science Building 2. Measuring three meters square, the table can gauge the effects of earthquakes on structures, building components, building models, and prototypes. The machine, which operates via hydraulic power, will help researchers better understand the effects of a variety of seismic vibrations, and will test structures to see if they meet seismic standards.

While the new equipment does not constitute a commercial lab, area businesses and industries may use the STAR Lab facilities as part of a research tool for engineering students.

Already, students are testing prototype structures that may be used in substations and towers for the Bonneville Power Administration. Structures up to 12 feet tall may be tested on the table.

The shake table cost about \$160,000, with funding from research monies, the Engineering School's equipment budget, and industrial support monies. Because PSU installed the equipment itself, using its own accessory electronic equipment where possible and doing its own fine tuning, the University saved about \$250,000.

Teachers trek in Nepal

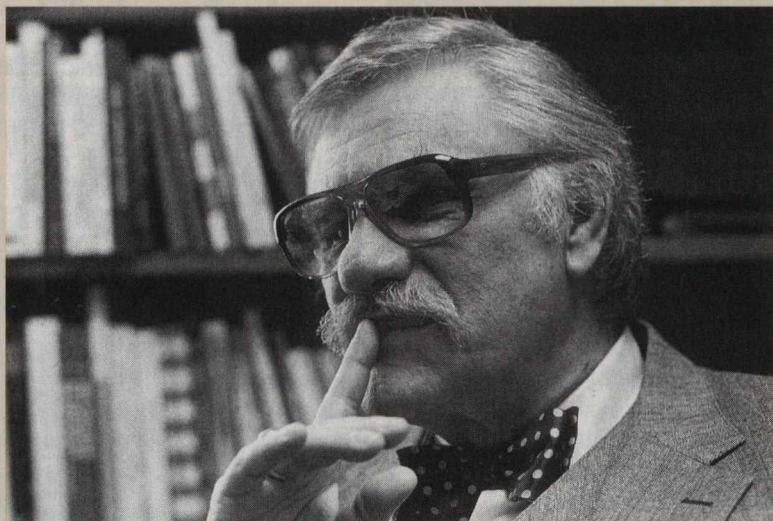
Thirteen teachers from across Oregon traveled through the mountains of Nepal this summer to gain a one-of-a-kind learning experience in natural resources field work and cultural education to bring back to their classrooms this fall.

It's all part of the Geography Teachers Workshop in Nepal Program, funded in part by a recent \$50,000 Fulbright-Hays Grant awarded to Portland State.

During their month-long stay in Nepal the teachers learned new environmental field techniques, lived with local people, exchanged ideas with local teachers, and acquired a new appreciation for a third-world country whose economy is closely tied to natural resource management.

"There are amazing parallels between Nepal and Oregon, especially in terms of contested uses and management of natural resources and protected areas," says Barbara Brower, PSU geography faculty. Brower, a specialist in Himalayan geography, coordinated the teachers' field expeditions with Teresa Bulman of PSU and Gwenda Rice of Western Oregon University. Rice is also familiar with the Himalayas, having been reared in nearby India.

Nepal's capital city, Kathmandu, served as the group's primary base. Most of the field work took place in Sagarmatha (Mount Everest) National Park. The park—the world's highest—is home to the Sherpa, a people who immigrated to the area hundreds of years ago from Tibet. The teachers' field



Marko Haggard, who died Aug. 24 at age 73, was probably Portland State's best known professor. He retired from the Political Science Department in the late 1980s, but his television commentaries brought his thoughts and image into thousands of peoples' homes. Haggard, who began teaching at Portland State in 1954, was sought out by students for his keen observations and real-world savvy on the political scene. Not only did he encourage students in the classroom and as interns in the state Legislature, he also brought critical leadership to the state as Oregon's first ombudsman under Gov. Tom McCall. In 1996, he was honored by the PSU Alumni Association for inspirational service to students and the citizens of Oregon.

work is contributing to ongoing studies of resource management within the park, as well as broadening the Oregon teachers' own education and giving them new ideas for the classroom.

The Gorge experiment

Formation of the Columbia River Gorge National Scenic Area more than a decade ago started a whirlwind of controversy over land-use planning and the politics of local versus federal control. Now, a recently published book takes a comprehensive look at the creation, management, and tenuous future of the Scenic Area

Planning a New West, published by Oregon State University Press, outlines this bold effort in environmental planning. Authors of the book are Carl Abbott and Sy Adler, PSU professors of Urban Studies and Planning, and marine transportation specialist/writer Margery Post Abbott

of Portland. These researchers and their work were featured in the Spring 1995 *PSU Magazine*.

The book appears at a time when debate over future funding of the Columbia River Gorge Commission rages among politicians and residents throughout the Pacific Northwest.

"This seemed like a natural project to focus on—a bold experiment in planning going on right in our own backyard," says Adler.

This land-use planning experiment, the authors note, remains a work in progress.

Planning a New West is the first volume of the OSU Press "Culture and Environment in the Pacific West" series, which will explore human interactions with the natural world west of the Rockies. The series is intended for general readers and is edited by William Lang, PSU associate professor of history and director of the Center for Columbia River History.

Beyond stereotypes

When Rubén Sierra was a child in San Antonio, Texas, he encountered all too often a perception that Mexicans were lazy or savages. "Yet the roots of Chicanos are found in the Aztecs, Maya, and Toltecs—complex civilizations with tremendous skill in math and science," says Sierra.

Now, as director of Portland State's newly established Chicano-Latino Studies Program, his duties include helping people to learn and giving them accurate information that doesn't foster stereotypes.

Beginning this fall, PSU students can enroll in the program, which offers a cohesive body of study on the forces that shaped Mexicans and Latin Americans in the United States over the past 300 years. Students work toward a minor or a certificate in Chicano-Latino Studies.

Sierra, who was hired in 1995 to direct the program, says, "It's one of very few such programs in the nation. And we've had the chance to define and refine it over the last two years."

PSU has a relatively small Chicano-Latino student population of about 500. The hope is that the program will attract students to the University, and help them stay, by giving them a place to identify with. Sierra and Maria Wilson-Figueroa, professor of sociology and international studies teach the program's core courses. They believe the program will also help people from the larger community appreciate the uniqueness of the culture and its impact.

In the literature courses, the student body is half Chicano and half Anglo, says Sierra. In Wilson-Figueroa's course on Latino women the mix is less evenly split. Anglos often take the classes, originally, out of curiosity or to fulfill a requirement, says Sierra, but they stay, and return, because the culture they discover is fascinating.

Student records on Web

Want a list of the classes you took at Portland State and the grades that went along with them? Student records of roughly 300,000 individuals are now available through the University's World Wide Web site.

If you graduated in 1981 or later it is easy to pull an unofficial transcript off the Web. www.pdx.edu gets you to Portland State's home page, and a click on Student Services brings up the menu for student records, as well as all the forms and services needed to be a student again. Don't worry, ease of access does not mean security is lax. Instructions are included to assure confidentiality.

pdx you ask? Pennsylvania State University got to the Net first and claimed *psu* for its own. However, at the end of last year Portland State did beat many of the country's universities to the Internet with online class registration.

A tough decision

The University is hosting two big-name speakers on the same night, at the same time, for the same price—but their topics couldn't be more different.

On Wednesday, Nov. 19, at 6 p.m. Gil Grosvenor, National Geographic Society chairman, will discuss world geography; at 6:30 p.m. Anita Hill will talk on "Sexual Harassment: An Historical Perspective on Abuse of Power." Cost for each event is \$35, and the proceeds go to good causes.

Grosvenor will be in Portland for National Geographic Awareness Week. His talk (dinner included) in Harrison Hall is sponsored by the Friends of the PSU Library and the Oregon Geographic Alliance. For reservations call 725-4616.

Anita Hill is scheduled to speak in the Smith Center Ballroom. Her talk benefits the Job Equity Project, a regional program sponsored by the YMCA of Salem. A patron reception following the lecture is planned for 8:30 p.m.; tickets are \$100. For information on Anita Hill's lecture call (503) 985-3597 in Portland and (541) 581-9922 in Salem.

For social work research

A new research center, one of five nationwide aimed at increasing the quality and quantity of social work research in mental health, is now fully operational as part of the Graduate School of Social Work.

The Center for the Study of Mental Health Policy and Services is housed within the Regional Research Institute for Human Services in the Ondine Building. The research development center was funded last year by a five-year, \$2,239,152 grant from the National Institute of Mental Health.

The center fills a long-standing need to provide more solid research resources and career development opportunities to social work researchers. It also provides the means for more community-based pilot research projects involving faculty and doctoral students, more faculty development opportunities, and new tools for recruiting graduate students in the social work field.

"More than 70 percent of mental health providers are social workers, but there's a real shortage of research conducted by social workers in this field at the graduate level," says Robert Paulson, center director. "The object of this center is to provide a core of high-quality, advanced mental health researchers and, while doing so, expose diverse groups in the community to research and mental health issues."

The center features two research study teams: one focuses on the organization and finance of mental health delivery systems—a key topic in the current age of managed health care reform, and the other focuses on mental health interventions and services.

The center currently is funding a project that explores employment-related issues of parents of children with serious emotional disorders. The project examines how these parents balance family and work responsibilities. Eileen Brennan, professor of social work, and Julie Rosenzweig, associate professor of social work, are project leaders. □

STEPHEN E. EPLER

By Professor Gordon Dodds, University Historian

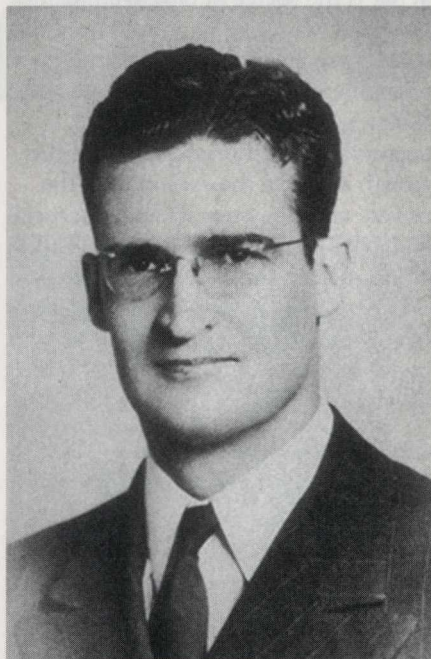
Stephen E. Epler, who died on July 12, 1997, was a stalwart educator whose life confirmed Emerson's conviction that "an institution is the lengthened shadow of one man." Portland State's founding reflects Dr. Epler's qualities of social concern and moral courage, qualities absorbed as a child in the family circle and through the teachings of the Christian faith. For Dr. Epler these values furnished the basis for his lifelong advocacy of educational opportunity.

Dr. Epler's opportunity to realize these ideals came after World War II, when Congress passed the GI Bill of Rights. This measure gave military veterans seeking higher education money for maintenance, tuition, and books. With these assurances, thousands of veterans sought admission to established colleges. Most colleges rejected them for lack of space for this great flood of prospective students required housing for their spouses and children as well.

Stephen Epler knew of their quandary because he himself was a veteran employed in Portland as a veterans counselor for the Oregon State System of Higher Education. In Portland there was no degree-granting state institution of higher learning. But Dr. Epler knew where to look to start one. He proposed that the State System create an extension center at Vanport, a largely abandoned wartime housing project lying between Portland and Vancouver, Washington. Vanport's shopping center, school, and apartment buildings might become the campus of a new institution.

Vanport Extension Center, authorized by the State Board of Higher Education on March 24, 1946, was a temporary institution that offered two years of higher education courses. Dr. Epler was appointed its director. In less than three months he hired the staff and faculty, supervised the conversion of buildings into classrooms, and

1909-1997



Dr. Epler was a visionary and it showed throughout his life, from his invention of six-man football for a small school in Nebraska to bringing higher education to returning veterans in Portland. He also was very human—always cordial and friendly—and the man loved golf in any kind of weather."

W.T. "Bill" Lemman '47

admitted the first students in time for the opening of summer school in June 1946. The school flourished for two years until, on Memorial Day 1948, a great flood on the Columbia River completely washed it away.

Dr. Epler and the friends of Vanport Extension Center next confronted a formidable group of rivals, more dangerous than natural forces, a group that for years attempted to block the advance of the new institution. The chancellor, the state board, the University of Oregon, and Oregon State College were beginning to fear the rise of a public college in the heart of the state's population. They anticipated a loss of students and state funds. For them, the Vanport Flood seemed to be a God-given chance to close the Portland school. The chancellor did propose to do this, but Dr. Epler rallied the Portland community: students, faculty, staff, newspapers, businesses, and labor unions to give the school one more year of life. With this respite, the Center was able to move to Grant High School for the summer term of 1948, then to another abandoned federal project, a shipyard in north Portland. Under Dr. Epler's tireless leadership, school was only two weeks late in opening that fall.

Dr. Epler led this struggle for existence against the same opponents twice more before he left the institution in 1955 to direct a community college in California. In 1949 he mobilized Portlanders to persuade the Oregon Legislature to make Vanport Extension Center a permanent two-year institution. In 1955 he led them again, persuading the Legislature to make the Center a four-year school, Portland State College. Throughout these trials and successes, Dr. Epler's guidance made Portland State "The College that Would Not Die." The University will forever remember him as its founder and savior. □



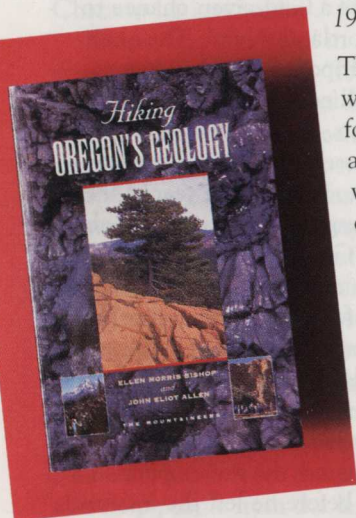
Maneuvering the Maze of Managed Care: Skills for Mental Health Practitioners

by Kevin Corcoran and Vikki Vandiver (both social work faculty). *The Free Press*, 1996.

The goal of managed care is to control the cost of service and ensure the quality of care. Managed care in the field of mental health is relatively new. There has been rapid development and there are many differences among programs—truly a maze for the practitioner and the client. This book is designed for mental health professionals to help meet the needs of both their clients and managed health care organizations.

Hiking Oregon's Geology

by Ellen Morris Bishop and John Eliot Allen (geology emeritus faculty, deceased). *Mountaineers*, 1996.



This book was written for walkers and hikers wanting a deeper understanding of what makes up our Oregon landscape. Bishop

and Allen examine geology on three scales: the rock you hold in your hand, the outcrop where you stop for lunch, and the entire mountain you plan to climb. Fifty-one hikes are described ranging from easy half-mile nature walks to multiple-day backpacking treks. Geology formations are pointed out and explained with photographs to illustrate the descriptions. The book ends with a glossary, recommended reading, a detailed list of the geologic maps referred to in each chapter, and helpful park ranger addresses and phone numbers.

The Rise of Big Government in the United States

by John F. Walker (economics faculty) and Harold G. Vatter (economics emeritus faculty). *M.E. Sharpe*, 1997.

What is the source of big government? How and why have we moved from the laissez-faire era of the 19th century to a phenomenal growth of local, state and federal government in the 20th century? The authors explain that this growth is due to the evolution of the private market system, changes in social and ideological culture, and the history of international relations. As our economy continues to grow, so will the size of government. The book serves as a useful introduction to U.S. economic development in the 20th century.

Civic Mathematics: Fundamentals in the Context of Social Issues

by Terry Vatter '72. *Teacher Ideas Press*, 1996.

By placing mathematics in the context of social issues, Vatter allows students to see math as an important tool for understanding the world and succeeding in life. The book is divided into four sections: race and gender, poverty and wealth, the environment, and teen issues. The discussion activities, library research projects, and research guides encourage team building and interdisciplinary learning. Useful for grades 6 through 10.

Theory of Computation: An Introduction

by James L. Hein (computer science faculty). *Jones & Bartlett*, 1996.

Hein offers students a carefully developed and complete introduction to the formal logic used in logic programming languages and automatic reasoning systems. Included are many illustrated examples to help students grasp concepts. Exercises follow each section to reinforce concepts as the student is introduced to them. Tables and illustrations are included to further help students conceptualize grammar and transitions.

Focus on Russian: An Interactive Approach to Communication

by Sandra F. Rosengrant (language faculty) and Elena D. Lifschitz. 2nd edition. *Wiley*, 1996.

As a textbook on learning Russian, this practical book covers every aspect of the Russian language in an approachable, user-friendly way. Geared to the intermediate-level student of Russian, the lessons provide large amounts of vocabulary, reviews of grammar structures, listening exercises (with the accompanying audio tape), and sections on reading and composition.

The Hunger Moon

by Suzanne Matson '81. *Norton*, 1997.

In her first novel, Boston-based poet Matson has created an interesting trio of female characters of varied ages and completely different social backgrounds. Single-mom Renata has left Oregon with her newborn son to travel cross country, driving through as many states as possible to arrive arbitrarily in Boston. She moves into an apartment building next door to Eleanor, a well-bred 78-year-old widow and retired municipal judge. Eleanor hires June, a young dance student on the verge of developing a serious eating disorder, to clean house and run errands for her. In time, June begins to baby-sit for Renata and soon all their lives revolve around each other. This uplifting novel, written from the viewpoint of each character, demonstrates the importance of friendships in our lives and how they can sometimes change our destinies. □

Reviews of faculty and alumni books and recordings are written by Mary Ellen Kenreich, PSU Library faculty. To have a published work considered for this page, please submit pertinent information to Kenreich via e-mail kenreichm@pdx.edu, fax (503) 725-5799, or mail to Portland State University, PO Box 1151, Portland, OR 97207-1151.

Quiet Presence

Dan Bernstine brings to Portland State a reputation for building consensus and endowments.

By Kathryn Kirkland

Dan Bernstine is a man of few words. But when the words come they're warm, appropriate, and decisive when needed. They prove he's listened carefully.

His way with people was the deciding factor in deffusing an angry student protest at Howard University in Washington, D.C., where he served as general counsel. Students had taken over a building in reaction to the selection of conservative Lee Atwater to the school's board of trustees. The administration tried to negotiate, but the students would not be moved.

Having taken part in sit-ins as an undergraduate at UC-Berkeley in the 1960s, Bernstine was intimately aware not only of the indignation felt by the Howard students, but of their tactics as well. He stepped in and was able to talk with the students when no one else could and got them to leave peacefully.

Bernstine usually works behind the scenes to resolve conflict. More importantly, he has a reputation for building the kind of relationships and consensus that avoid conflict in the first place. He has brought this patient management style to Portland State as the University's seventh president.

Bernstine was most recently dean of the University of Wisconsin Law School in Madison, a post he held since 1990. He spent the six years previous to that at Howard as a



Daniel Bernstine became Portland State University's seventh president this fall.

professor, in legal counsel positions, and as interim dean of the law school.

Many at Portland State were initially surprised that a lawyer, albeit one with 25 years of academic experience, was chosen as PSU's president. Not his colleagues from Wisconsin and Howard.

"Dan is clear thinking, a solid scholar, an excellent manager, and a wonderful human being. You're lucky to have him," says Alice Bullock, dean of Howard University Law School. She served as associate dean under Bernstine in 1988-90, and credits him with doing more for the law school as interim dean than many previous permanent deans had done.

The firing of one dean and the short tenure of another caused low morale and a lot of distrust between the law school and central administration, says Bullock. "Dan was able to bridge the gap. He is very good with people and inspires confidence."

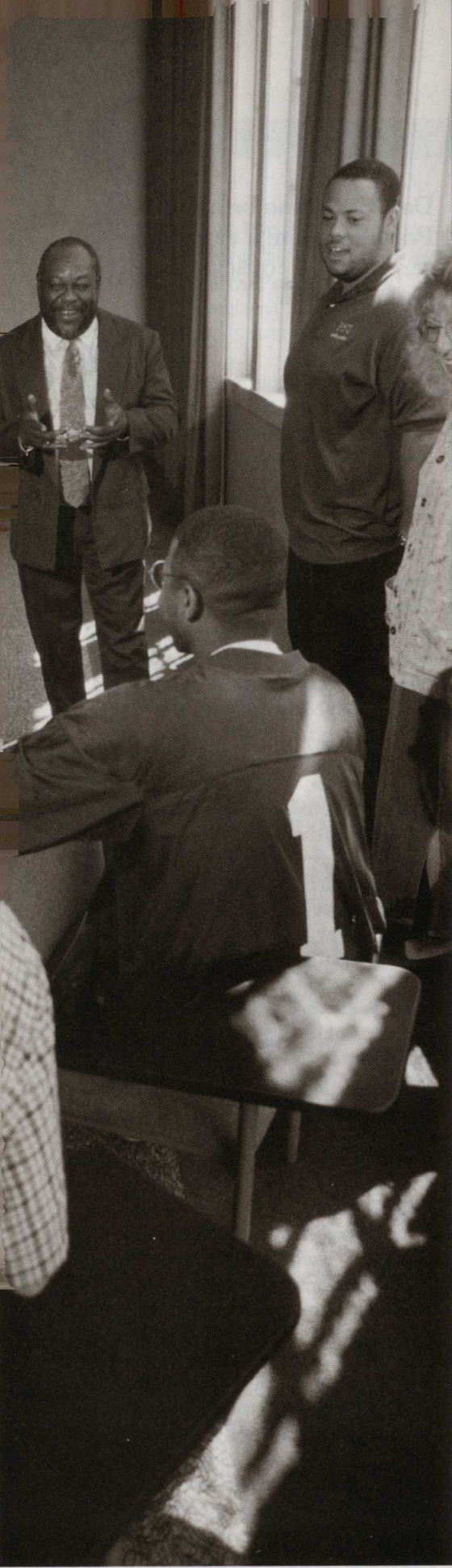
Bullock is only the second woman to hold the dean's position at Howard's Law School, and she attributes Bernstine with putting her on track for the position when he promoted her to associate dean.

Bernstine is not only remembered for raising morale at Howard. He also raised money during his scant two years as dean—enough to boost scholarly productivity among faculty by 50 percent. Many faculty were ready to publish, only lacking time and resources. The influx of funds solved the problem, says Bullock.

A talent for raising money was one of Bernstine's most visible attributes as dean of Wisconsin's law school.

"Dan raised a lot of money—more money than the professional fundraisers thought possible," says John Kidwell, a faculty member from the law school.

Under Bernstine, the school's goal was to remodel and enlarge the Law School Building. They hoped to raise \$3 million in private donations from an alumni base that was neither well developed nor easily mobilized. Bernstine personally led the charge and raised \$6.5 million. Not only was the Law School building project completed, but four new professorships were added.



"Dan's success was the function of two things," says Kidwell, "very hard work—I don't know how many people he met and late night flights he took—and his ability to make a genuine, human connection to people."

Chris Richards, development director for Wisconsin's Law School, can quantify Bernstine's hard work and personal ability, having traveled the state and the country with him on his quest for support. Richards estimates they logged 200,000 air miles and 25,000 road miles to 51 cities each year.

"Dan does the work to establish rapport. He is an exceptional listener and fast to process what he hears. And in the end, he is not afraid to ask for a donation," says Richards.

Bernstine, himself, says he is proud of the addition and renovation project, but he is quick to add that that is the job of a dean: chief fund raiser. He prefers to point to his record of faculty and staff hiring and the fact that minority enrollment at the law school doubled during his tenure.

Ken Davis, now interim dean of the Wisconsin Law School, not only credits Bernstine with hiring first-rate faculty—people whom he thinks will soon be known nationally—but also with retaining topnotch professors. "We're among the best 20 or 25 law schools in the country, but at the top of the food chain are schools like Yale, Stanford, and Harvard," says Davis. "They make lots of offers and hope to recruit away our best faculty. Dan created a climate where people wanted to stay, and they have."

Some of those faculty were from underrepresented ethnic groups, but Bernstine's bigger goal was to increase minority enrollment in the student body, something he also plans for Portland State. "Attracting minority students requires a critical mass—a

certain number of minority students, faculty, advisers, and staff that students can relate to. I hope to make this a priority, but it's a commitment that has to be university-wide," says Bernstine.

B

ecoming the first African-American to head an Oregon university makes Bernstine a natural

role model—a responsibility he enjoys as long as he is not solely defined by it. Many describe Bernstine as being totally comfortable with who he is.

He grew up east of San Francisco Bay in Richmond, a predominately black, working-class neighborhood. He was one of five children; his mother was a homemaker, and his father a janitor. During his years at the mostly white El Cerrito High School, Bernstine was well liked.

"Danny was senior class president, star lineman, and absolutely the most popular student there," says Mark Young, who was several classes behind Bernstine at El Cerrito. "I always looked up to him."

Young, who is now president and CEO of YMCA of Columbia-Willamette in Portland, looks forward to getting reacquainted with Bernstine this year.

Young's older sister, Gail Young, was best friends with Bernstine in high school. They served together on student government, and when Young was crowned by the Job's Daughters, Bernstine was there to cheer her on.

"At the time I wasn't aware of the possible discomfort Dan's presence might cause with this all-white organization," recalls Young. "Dan was supporting a friend. I don't remember if we ever talked about it later, but race wasn't an issue with me. I was just coming into awareness."

Today, Young specializes in race relations as a professor of communications at California State University at Hayward. With an expert eye, she has come to realize that Bernstine always

Dan Bernstine spoke with PSU student ambassadors in Shattuck Hall this summer.

possessed the ability to relate to people on a multicultural level.

"Dan's skills are amazing. He listens without defensiveness; shows empathy, compassion and concern for others; and has a tolerance for ambiguity."

She and Bernstine graduated from El Cerrito in 1965. She went on to attend UCLA, and he went to University of California at Berkeley. Bernstine was up close and personal with the free speech movement, Third World movement, and Vietnam War protests. "I never did get an undergraduate education; we were on strike most of the time," recalls Bernstine. "But just being there was an education."

Bernstine went on to earn law degrees from Northwestern University and the University of Wisconsin. He first became interested in this career choice while snooping around the desk of a lawyer whose office Bernstine's father was cleaning. "I said, 'I could do this,'" he recalls.

S

o what is this law school dean doing at Portland State?

"It seemed like an interesting opportunity—a University that is growing in a city that is growing," says Bernstine.

He plans to spend time getting to know Portland State and "building on the momentum and establishing priorities."

The University is not problem-free and Bernstine realizes it. The Big Sky Athletics Conference requires PSU to raise substantial scholarship dollars. The new undergraduate general curriculum is in its final, "what-have-we-got" stage of implementation. Engineering education needs industry money and support. And how will the University respond to Portland's growing need for graduate education?

Bernstine's reputation as a consensus builder and fund raiser should assure metropolitan residents that

their education needs will come first regardless of which institution meets them. However, Bernstine will be a strong advocate for PSU's interests.

"PSU is not necessarily going to be able to do everything, but the fact that other institutions may need to move into this market for enrollment purposes—that's not reason enough," says Bernstine. "We're a natural."

Bernstine was selected by the state board partly because it felt he could quickly become both a community and academic leader. But stirring speeches and grand pronouncements are not his style, according to former colleague John Kidwell.

"Dan leads in a quiet way, with people instantly warming to him and respecting him. I've never met anyone else like him," says Kidwell.

Bernstine's laid-back manner belies his decisiveness. All his former colleagues point to Bernstine's ability to make informed, quick decisions when needed. But it's not surprising to find both parties to a decision happy in the end.

Kidwell has compared Bernstine's style of management to Donna Shalala's, U.S. Secretary of Health and Human Services.

Shalala hired Bernstine in 1990 for the law school dean's position. At the time, she was chancellor of the Madison campus. "I liked Dan Bernstine's enthusiasm the first time I met him," she says. They worked together raising funds and encouraging undergraduate interest in the law school.

Bernstine keeps in touch with Shalala and considers her a mentor and friend. She taught him a few moves, including the smoothest way to leave the best impression in a room full of people: introduce yourself to everyone but never say goodbye.

How appropriate for a man of few words. □

(Kathryn Kirkland is editor of PSU Magazine.)

Daniel O. Bernstine

■ **Career:** More than 20 years as a law school professor and administrator; dean, University of Wisconsin Law School, 1990-97; interim law school dean, Howard University, 1988-90; general counsel, assistant vice president for legal affairs and deputy general counsel, Howard University, 1984-90

■ **Education:** LL.M., University of Wisconsin Law School-Madison, 1975; J.D. Northwestern University School of Law, 1972; B.A., University of California-Berkeley, 1969

■ **Age:** 50

■ **Family:** Divorced; daughter, Quincy, 23, studying to be an actress at University of California-San Diego; son, Justin, 19, in premed at Brown University

■ **Interests:** Golf and listening to music

■ **Recent book read:** *Final Rounds: A Father, a Son, the Golf Journey of a Lifetime*, by James Dodson, Bantam, 1996

■ **Management style:** "I'm not a micromanager. I try to let people do their own thing."

■ **Meeting the public:** He will talk on "Affirmative Action in Higher Education" Saturday, Oct. 25, at 10 a.m. during PSU Weekend. The event is free, but please call 725-4949 for reservations and for information on all PSU Weekend events.

CLONE ANOTHER EWE ?

**As a member of Clinton's
Bioethics Advisory
Commission,
PSU researcher
Patricia Backlar helped
form national policy
on the issue of cloning.**

By Melissa Steineger



Clone an army of Mike Tysons? A harem of Julia Robertses? Maybe a replacement for a dying child? Or find immortality by cloning ourselves?

With the announcement that Dolly the Lamb was the result of a successful cloning from an adult sheep, such questions catapulted from the pages of science fiction to dinner table discussions. With her first bleat, Scottish scientist Ian Wilmut's little lamb forced us to examine two questions basic to how we look at ourselves and the meaning of human life: Where do we stand on human cloning? And why?

Dolly was unique because she came from an adult cell. Scientists have already cloned creatures from embryo cells—in essence allowing duplicates of a mostly unknown genetic code to be made. Being able to clone from an adult—with its genetic composition on display—allows dairymen to clone herds of super cows, farmers to clone crops of super tomatoes, and you to clone crowds of yourself—super or not. Welcome to the Twilight Zone.

From such fevered imaginings in the wake of Dolly's debut, erupted a cacophony of voices, including the U.S. government's. On the day of Wilmut's announcement, President Bill Clinton charged his National Bioethics Advisory Commission with thoroughly investigating all ethical, legal, and scientific considerations involved and issuing a comprehensive recommendation on the next step the United States would take in determining history. One small point: he wanted it in 90 days.

"When you're in your last trimester of pregnancy," says Patricia Backlar, PSU senior research associate in the Philosophy Department, "ninety days is an eternity. When you're investigating such a complex issue for a report that will be used to establish national policy—ninety days goes by in a flash."

Backlar should know. She's the mother of seven and serves on the President's National Bioethics Advisory Commission—along with 17 renowned scientists, lawyers, and theologians.

The commission divided the president's charge into thirds: one team

tackling policy issues, one tackling scientific considerations, and Backlar on a team that traversed the thorny religious, moral, and ethical thickets.

The first two areas were comparatively straightforward. Relevant laws and policy mostly deal with assisted reproduction and research on human beings. By extension, these laws would not prohibit efforts to clone a child from an adult cell, so the commission proposed closing that loophole.

As for the science, certain types of cloning have been progressing in the laboratory for 40 years, but successful attempts remain somewhat hit or miss. For this reason, the commission recommended allowing other forms of cloning research, but banning the cloning of children from an adult human cell. "Current scientific information," the commission's report states, "indicates that this technique is not safe to use in humans at this time."

But time races on. The commission recommended reexamining the issue in three to five years to account for any scientific developments. Already a Wisconsin company claims it, too, has cloned a black-and-white Holstein calf appropriately named Gene.

The religious and ethics communities have discussed the prospect of human cloning for more than 20 years, since assisted reproduction became technologically feasible. Backlar and the ethics subcommittee reviewed this debate, heard public testimony on the issues, and received a deluge of communiques from concerned members of the religious and ethics communities.

As might be expected, many religious leaders adamantly oppose human cloning. They call such cloning a moral border that is crossed only at risk of shattering what it means to be human. Cloning is an aspiration to become almighty God.

However, some religious leaders embrace cloning, if gingerly—seeing in the technology an acceptable way for, say, a sterile, lone family member surviving the Holocaust to perpetuate a family line or a person needing a bone marrow transplant to find a perfect match.

Indeed, Islamic scholars emphasize that scientific discovery is a revelation—that cloning may even be a divinely given opportunity for human moral training and maturation. Some Jews say that humans are responsible for shaping a malleable world through discovery and innovation. Some Protestants believe people are co-creators in shaping a better future—that a Christian may be a sort of co-explorer with God in discovering new and unlimited possibilities through innovative technologies.

Amid this lash and backlash, the commission ultimately distilled two primary arguments in favor of and four against cloning. Against are these:

- ✓ The resulting child and the gestating woman may suffer physical harm. This in fact was the reason the commission recommended that adult human cloning be banned at this time. In the Dolly experiments, only 29 of 277 attempts developed to the point where the embryos could be implanted. Of those 29, only Dolly came to term.

- ✓ Cloned beings might be seen as less than equal. In the same vein, parents who clone a child might expect certain behaviors and personality in the little redux. But clones, like any child, would be at least as much nurture as they are nature—making clones every bit as unpredictable as any child.

- ✓ Who speaks for a clone? The commission heard from those who noted that a cloned child could have multiple “contributors”: the “clonee”; the woman contributing the ova; the woman who gestates the clone and that woman’s significant other, if she has one; the person or persons who raise the clone. If a dispute should arise, which contributor—or contributors—has the child’s best interests at heart?

- ✓ Finally, the commission heard from those worried about eugenics: the science of “breeding” humans. A popular idea at the beginning of this century until the Nazi party put its horrific spin on it, eugenics survives today in such things as a California sperm bank

stocked by men with superior IQs. With cloning, eugenics could have a broader application—perhaps the clones would become the superior races, leaving the rest of us to carry the bags.

In support of cloning, the commission distilled two major points, each based on a fundamental American value.

Foremost in many Americans’ minds is the right to do as one pleases, to be king or queen of the castle, to get government off our backs. Cloning a baby, runs this argument, is no different than “conceiving” a test tube baby.

Secondly, many argued for scientific freedom—the right to conduct experiments and research that will advance human knowledge. The commission, too, saw the importance of this, stressing in its recommendations that legislation not interfere with the cloning of human DNA—an area of research perhaps bringing us closer to cures for genetic diseases.

Ultimately, as the commission found, the debate on human cloning is just beginning.

“The nation is clearly divided on many of the moral issues raised by this type of cloning,” says Backlar. “The commission recommended that widespread deliberation and debate continue so society can develop long-term policies should the day come when human cloning becomes feasible.”

In the 1940s, artificial insemination by donor was considered adultery. Twenty-five years ago a philosopher said that human cloning, then but a distant possibility, would be preferable to the “genetic roulette” of sex.

Somewhere in-between, no doubt, lies a consensus society will adopt, and after much debate—if science gives us the time—we’ll find our common ground. But in the meantime, with the opposing forces only beginning to stockpile weapons, we face a certain-to-be-cantankerous conflict—a societal Donnybrook, if you will. Or Dollybrook. □

(Melissa Steineger, a Portland freelance writer, wrote the article “Shared Invention,” which appeared in the spring 1997 PSU Magazine.)

IN NEED OF A CLONE

Member of the National Bioethics Advisory Commission, author, ethicist, researcher, editor, mother of seven—there have been times, no doubt, when Patricia Backlar could have used a clone.

Backlar, 65, moved to Portland 12 years ago. “When I came to Portland,” she says, “I decided I wanted to take the opportunity to read philosophy at PSU. I had studied history of theater literature at Vassar and Yale in the 1950s, but had always been interested in philosophy.”

Backlar’s reading turned into an expertise in the area of bioethics. She specializes in the concerns of vulnerable people with mental disabilities who may not have the capacity to make health care decisions for themselves.

Despite the fact that she does not hold an advanced degree, her expertise has led to positions as senior research associate in PSU’s Department of Philosophy; faculty positions in the department of psychiatry and the Center for Ethics in Health Care at Oregon Health Sciences University; ethics editor of *Community Mental Health Journal*; member of the Bioethics Committee at Oregon State Hospital; and board member of the National Community Mental Health Council.

Backlar created and directed a symposium series at PSU entitled *Humanities Present: Current Ethical Issues in Debate*. And also she is author of *The Family Face of Schizophrenia*, (Putnam, 1994) a book she wrote after her son was diagnosed with the illness.

“Where is Portland State University?,” Turkish Embassy officials asked. “In Oregon or in Maine?”

Linda Morrell vividly remembers the polite, “you-represent-who?” first conversations she had with personnel at the Turkish Embassy in Washington, D.C.

Not anymore.

Morrell made the Turkish government take notice of Oregon’s only urban university. She persisted, put together an innovative package, and raised the profile of the University. They couldn’t resist.

In June, the government awarded PSU a \$750,000 grant to create the first Contemporary Turkish Studies Program in the United States. Morrell is its coordinator.

Portland State proposed a program that focuses on contemporary politics and economics, and also creates an information and trade center. Harvard, Princeton, Georgetown, and the University of Chicago have all received grants from the Turkish government for traditional programs that focus on the Ottoman Empire and ancient civilizations. PSU is now on that prestigious list, but its program is like no other.

The proposal “was uniquely appealing to the Turkish government,” says Rafet Akgunay, deputy chief of mission at the Turkish Embassy in Washington, D.C. “Its strength lies not only in academic studies, but in promoting understanding and economic relations between the U.S. and Turkey,” he says.

In 1979, Morrell made friends with a group of Turks her mother, Shirley Morrell, taught in her English as a second language class at PSU. When her friends went back to Turkey, she went with them. When they returned to PSU, she stayed behind. Morrell taught English, lived with a wealthy family, and moved in a privileged, powerful circle.

That experience proved invaluable in jockeying for the Turkish government grant.

“Once I got to D.C., I networked. I started at the embassy and then approached every think tank, State Department official, and professional group associated with Turkey,” says Morrell. “And because I was so

A grant from Turkey has put PSU in some elite company.

By Jack Yost

AN INTER



Linda Morrell keeps a poster of Atatürk, the founder of modern Turkey, on her office wall.

PHOTO BY STEVE DIPAOLA

But an idea, however innovative, goes nowhere by itself. The drive and determination to make it happen came from Morrell.

It started one day when Morrell, who’d had a longtime interest in Turkey, ran into Jon Mandaville, head of the PSU Middle East Studies Center. When was PSU going to get a Turkish studies program? she asked. Mandaville, a friend and former professor of Morrell’s, had just received word that the center had won a Turkish language and culture grant, but he wanted more, and she could help.

For a year Morrell worked as an unpaid volunteer, collaborating with Mandaville in writing a proposal, following up fund-raising leads, and traveling to Washington to meet with U.S. and Turkish officials.

She was a natural. Mandaville, who has long-standing connections to Turkey, and is a scholar of Ottoman history, admired Morrell’s political savvy.

She credits her success to the two years she spent in Turkey getting to know the people and culture, and loving it all.

familiar with Turkish culture at that level, I fit in.”

As momentum built, Morrell was hired by the University to continue her efforts for another year. The grant stalled at the last minute, but by then PSU and Morrell had attracted an influential group of supporters. U.S. Secretary of State Madeleine Albright personally stepped in and wrote a two-page memo to her top U.S. officials in Turkey asking for their help. The payoff came this June when the University received the first \$200,000 installment of the grant.

Money from the grant, along with matching funds from the state of Oregon, will pay for hiring a professor in Turkish political economics. Morrell is working to raise an additional \$3.5 million to hire two more full-time professors and establish the proposed information center and trade council. Eventually, the Turkish Studies Program will offer two master’s degrees in international affairs, one

The Galata Bridge in Istanbul connects Asia to Europe.

PHOTO BY ELEANOR SEGAL

with an emphasis in political economics and the other in management and trade, as well as doctoral degrees through the schools of Urban Affairs and Public Administration.

In the field of Middle East studies, the University has a history of being ahead of the pack. As a 15-year-old college, it garnered a major U.S. Department of Education Critical Language and Area Studies grant to open its center in 1961. It was one of only a dozen institutions from around the country chosen for the new federally-funded programs; all the others were major research universities.

Why are Contemporary Turkish Studies so important? And what is the

significance for Portland State University?

"With the end of the Cold War, Turkey's strategic place in the world is more critical than ever—as a NATO ally, as the only secular Moslem nation in the Middle East, and as a country with close links to Europe, China, and Russia," says Mandaville. It also is neighbor to what may be the last great oil rush of the 20th century.

Turkey is closely allied to Central Asia, where such former Soviet republics as Azerbaijan are sitting on a basin of oil estimated at some \$4 trillion, an amount that may rival all the oil from the Middle East, he says.

Finally, Turkey is one of the 10 most important emerging markets for U.S. products, according to the U.S.

State Department. The stakes are high for Oregon and its growing export economy, Mandaville says. Turkey is in the process of privatizing its energy, for example, and Portland-based PacifiCorp is bidding on two energy projects worth several-hundred million dollars.

"This bid shows how enormous the potential is for trade between Oregon and countries like Turkey," says David P. Hoffman, a vice president at PacifiCorp and vice president of the PSU Foundation board. "Programs like Contemporary Turkish Studies are a vital part of this effort and really help put PSU on the map internationally."

Two major events coming up in the spring highlight the different goals of the new program. One is a trade

NATIONAL PRIZE



THE ARMENIAN QUESTION

What's in a word? A bitter controversy if the word is genocide.

In accepting a grant from the government of Turkey, PSU plunged into the middle of a long-standing dispute over the killing of Armenians during World War I.

The Republic of Turkey officially denies that a genocide took place during the turmoil of war and the collapsing Ottoman Empire in 1915-1917, and scholars on both sides of the issue have argued the point for many years. There is little contention over the basic facts: more than a million Armenians were killed or perished on forced marches out of the country carried out by the Turkish government of the time. Later, the government itself tried some of the individuals responsible for the massacres.

But did the killings amount to genocide?

Yes, says PSU Professor of English Gregory Goekjian, whose father was the only surviving member among his relatives during the wartime killings. "The government of Turkey should admit it and start dealing with the consequences, including reparations to surviving relatives," he says. Goekjian has researched the topic extensively and published a number of articles.

Jon Mandaville, head of the Middle East Studies Center, who has been teaching Turkish history for more than three decades, disagrees. "Genocide means a systematic, ideological attempt to eliminate a people, a race, like the Nazis did to the Jews, and there's no clear evidence that the Turkish government had such a policy."

It's a debate that's unlikely to be resolved anytime soon.

The grant to PSU also raised questions of academic integrity, some critics say, arguing that a program paid for by the Turkish government will inevitably face pressure to promote its version of events.

"To say that an interest group won't try to use its influence is naive," says Goekjian, who has asked the University to devise new guidelines for gifts to the University from private sources.

University officials say current guidelines are adequate, and insist that PSU's academic integrity will not be compromised by the grant.

Linda Morrell, coordinator of the Contemporary Turkish Studies Program, points to a lecture last spring cosponsored by the Middle East Studies Center—by a leading scholar and spokesman for the Armenian cause—as a sign of how the program will remain open to all points of view.

Despite their sharp differences of opinion, Goekjian and Mandaville are far from being personal antagonists. On the contrary, Goekjian is a member of the faculty of the Middle East Studies Center—though he has not yet taught a course for them—and will have a voice in the hiring of new faculty.

Morrell has worked hard to bridge the differences between the contending parties.

Goekjian says of her: "Linda understands the problems, and she's an absolute straight shooter." Mandaville says that PSU "couldn't find a better ambassador." And Rafet Akgunay, deputy chief of mission at the Turkish Embassy in Washington, D.C., says the University has "every reason to be proud of her."

seminar for Pacific Northwest companies and the Foreign Economic Relations Board of Turkey, a private business organization. The other event, a conference on the expansion of NATO, will bring together well-known scholars, members of Congress, and the Turkish ambassador to Washington. It is co-sponsored by the U.S. State Department.

Mandaville makes no apologies for a program that includes a trade council which aims to help businesses in Oregon. "We're a public institution supported by taxpayers, and our well-being depends on economics," he says.

And while not overlooking Turkey's problems in the area of human rights, Mandaville believes the solution is not to bash Turkey but to promote greater understanding between the two countries, as well as respect for human rights in general.

Morrell, Turkish program coordinator, agrees that the most important goal of the new program is to overcome the dichotomy between the position Turkey has in the world and how little Americans know about it.

"A lot of people still have an image of Turkey based on the movie *Midnight Express*," says Morrell. "When they go there, they discover that the people

are generous, gracious, and gregarious. Visitors are surprised at how safe Turkey is and by what a pleasant time they have."

It's easy to see how Morrell's love of the country was a key to her success in raising money for the program. Equally important is her determination in the face of difficulties and adversity. She ignored early advice from U.S. commerce officials who told her nothing would come of her efforts. Something has, and it's big. □

(Jack Yost MA '71, a Portland writer and filmmaker, wrote the article "The Digerati," which appeared in the spring 1997 PSU Magazine.)

YEARLY REVIEW

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PSU Alumni Association

PORTLAND STATE
UNIVERSITY

"Welcome to Portland State's powerful and proud Alumni Association...." So said outgoing Alumni Board President Sue Purpura '77 in greeting PSU's newest alumni, the Class of June 1997.

While there are clusters of alumni nationwide from Seattle to the District of Columbia, statistics show that the majority make their home in Oregon. **There are over 50,000 PSU graduates in the Portland metro area alone.** "Think what it means," Sue said, "to have that many alumni with whom to network, build businesses, establish policies, create art, enjoy activities, support athletic teams, and continue life-long learning. It is a powerful base from which to shape your future."

Indeed, PSU alumni include business executives, legislators, artists, judges, engineers, teachers, editors, policy-makers, and more. They hold leadership positions all across the state — from President of the Oregon Senate to President of Crown Pacific, from Executive Director of the Oregon Historical Society to Portland's Chief of Police.

Leading PSU's alumni is a Board of Directors made up of some 25 Portland State alumni volunteers. Serving with Sue in 1996-1997 as Board officers were **Vice President (President-elect) Mike Glanville '65** and **treasurer Stan Payne '73**.

Over the past year, the PSU Alumni Board has worked hard to tell the Portland State story, to build pride in our fine University, and to make friends for PSU. Some highlights:

PSU ALUMNI AD CAMPAIGN

"What do these leaders have in common?" was the theme of a summer and fall Alumni Association newspaper ad campaign featuring outstanding alums. A separate spring campaign focused on the quality of a PSU education. Several alumni contributed generously to help defray the cost of this \$25,000 project. And the results? Many calls and comments from both friends and alumni expressing pride and amazement — "We never knew that about PSU" was the common theme.

SMITHSONIAN LECTURES

In conjunction with The Smithsonian's 150th anniversary traveling exhibit, which visited Portland in April 1997, the Alumni Association co-sponsored ten free lectures on campus by Smithsonian Scholars, funding a student intern to help coordinate the events, as well as assisting with departmental receptions for alumni, students and friends to honor the lecturers.

ALUMNI SCHOLARSHIPS

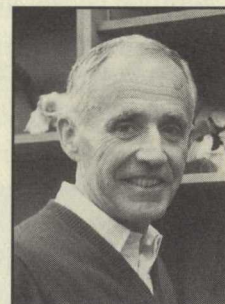
This year, the Jane Wiener Memorial Alumni Scholarship Fund, sponsored by the Alumni Association, provided full scholarships (covering tuition and fees) to two PSU students, **Marci Brinks Cuthbert** and **Dean Sasek**. The scholarships are available to students whose parents are graduates of PSU.

OUTSTANDING FACULTY AWARD

This year the Alumni Association selected **Dr. Richard Forbes**, Biology Department, for its annual

Distinguished Faculty Service Award, which includes a monetary gift of \$500. Honorees are

chosen from nominations received from students, faculty, and alumni, and are selected for the quality of their teaching as well as their contributions to the larger community.



STUDENT INTERNS

The Alumni Association sponsors student interns, providing a stipend of \$700 each, for a variety of projects both on and off campus. This year the Association funded five interns (\$3,500) — one worked on a project for the Alumni Board's Finance Committee; one coordinated the Smithsonian lectures and receptions at PSU; two worked for the Oregon Department of Human Resources in its Mentoring Program; and one served as an intern for the Portland YWCA.

PSU ADVOCATES

It was an outstanding year for PSU Advocates, the lobbying arm of the Alumni Association. Their numbers rose from about 250 to some 600 members, and they were very successful in rousing the support of the community, as well as PSU alums and friends, for both the University and higher education.

During the first half of the year, their focus was on saving **PSU's School of Engineering** and the effectiveness of their efforts is reflected in the solution adopted by the State Board of Higher Education. Oregon's new Statewide School of Engineering will draw on all the state's public and private institutions of higher ed to meet the state's high tech needs, while at the same time respecting the integrity and independence of the individual schools.

During the recent Legislative Session, the Advocates focused on getting more money for higher education and again they were successful. **For the first time in the 1990's, higher ed funds were not cut but instead were significantly increased.** Key points in the higher education budget include an enhanced base budget; a student tuition freeze; funding for faculty recruitment and retention; and \$5 million for engineering programs (public and private) in the Portland area.

ALUMNI SURVEY

The Alumni Association authorized \$10,000 for a professional opinion survey of PSU alumni, completed early in the fiscal year, to learn more about alumni expectations and needs, and how the Association might better serve its members. The results will be used in the future to help tailor alumni programs. Among the findings:

- The vast majority of alums have very positive feelings about PSU.
- Alumni want access to programs and activities that provide continuing education and/or professional development.
- Alumni interests include library services, guest lectures and PSU Weekend.

STUDENT SKYBRIDGE PROJECT

PSU students came up with the idea of putting PSU's motto — **"LET KNOWLEDGE SERVE THE CITY"** — on the second skybridge across SW Broadway as their farewell gift to outgoing president **Judith Ramaley**. (The gold lettering will be similar to the "Portland State University" name on the first skybridge.) The Alumni Association agreed to provide a match of up to \$1,500 to fund the project, and then went out and raised \$3,000 from alums for a total of \$4,500. The motto should be in place sometime this fall.

ALUMNI OUTREACH

During the year the Alumni Association hosts a variety of events that seek to draw alumni and friends closer to the University. This year Alumni-hosted events included:

- **China Tombs Art Museum tour**, co-hosted with the University – July 1996
- **PSU Weekend** – October 1996
- **Washington DC Alumni reception** on the occasion of PSU receiving the Pew Charitable Trust Leadership Award – October 1996
- **Advocacy workshop** on effective citizen lobbying – January 1997
- **PSU Alumni Lobby Day** at the Legislature and Salem reception – March 1997
- **Smithsonian Lecture Series**, co-hosted with the University – April 1997
- **PSU Salutes**, co-hosted with the PSU Foundation and the Viking Club, to honor outstanding PSU alumni, friends and faculty – May 1997
- **Reception at the Legislature** to honor outgoing President Judith Ramaley – May 1997
- **Reception at the Legislature** to honor incoming President Dan Bernstine – June 1997

NOTE: This report, like all other Alumni Association activities, advertising, events, and publications, is paid for with private funds. The three-person staff of the Alumni Office is funded by the University.

PSU Weekend

October 24-26, 1997

Spend the Weekend with us!

The eighth annual PSU Weekend is packed with events and activities for everyone — alumni, faculty, friends, and community members. This year PSU Weekend, sponsored by the PSU Alumni Association, will be held on campus October 24-26, and includes a long, exciting list of events.

The Weekend kicks off Friday afternoon with departmental receptions and gatherings, and Patron Night, a reception honoring keynote speaker, Ursula Hegi. Saturday you can attend 26 free Seminar Day lectures, the keynote luncheon lecture, a new Fine & Performing Arts revue, and the pre-football game Viking Night party. Finally, on Sunday, four fun tours will take you and your friends all over the Portland area.

"We've got a wonderful Weekend waiting for you. What a great way to showcase these fine Portland State faculty members and outstanding community leaders. Everyone here has volunteered their time for these free Seminar Day lectures, so I invite you to join us for one hour or all Weekend!"

— Pamela Gesme Miller '84, PSU Weekend '97 Chair.

This year you'll hear popular northwest author **Ursula Hegi** at the keynote lunch, and you can meet PSU's new President **Daniel Bernstine** as he speaks on Affirmative Action during his seminar session. Enjoy other lectures from great speakers like **Terence O'Donnell**, **Darrell Millner**, **Susan Hauser '70**, **Ron Paul**, **Julie Mancini**, **Steve Amen '86**, and former Governor **Barbara Roberts**.

DON'T MISS OUT ON THE FUN! Brochures detailing the Weekend's events will be in your mailboxes soon. For more information, call the Alumni Office, 725-4949, and ask about PSU Weekend!

It's the Return of Viking Night!

The Vikings are entering their second year in Division I and enthusiasm is building. Saturday night of PSU Weekend, the Viks play Montana State at 6:05 p.m. in Civic Stadium, and we need you there to cheer them on to victory! To build your strength for the big game, the Viking Athletic Alumni Association and the PSU Alumni Association will host **Viking Night** starting at 3:30 in the MAC (Multnomah Athletic Club) lounge overlooking the field. John Eccles '69, Loren Remy '65, and the rest of the VAA will show you a grand time. Tickets for this pre-game party are available through the PSU Alumni Office for \$5 per person in advance, or \$6 at the door. Come for great food, great friends, and hopefully, a great football game!



Lunch with Ursula Hegi

PSU Weekend's special guest is northwest author **Ursula Hegi**, author of *Stones from the River*. A long-time successful novelist, Hegi joined an elite few to have their work recognized on national television by Oprah Winfrey as an "Oprah Book

Club" pick. As with other selections, Hegi's works found increased popularity and success, and renewed interest in her writing themes.

Hegi's latest non-fiction book *Tearing the Silence*, and her Oprah pick, *Stones from the River*, deal with the reality of being a German citizen before, during, and then several generations after WWII. As an emigrant from Germany to America in 1964, Hegi's approach to writing involves the reader in the difficult world of combining beliefs, values, families, and dreams.

Her unique perspective will provide a thought-provoking lunch-time presentation. Hegi, a professor of creative writing at Eastern Washington University, has received rave reviews from audiences around the country. Her other books include: *Intrusions*, *Floating in My Mother's Palm*, *Salt Dancers*, and *Unearned Pleasures and Other Short Stories*. She will be on hand after the lecture to sign books, so bring your own or buy a copy from the Bookstore's table.

Reunion, Reception, Homecoming

Whatever you call these parties, your program, department, or school is having some kind of get-together to honor alumni, faculty, and students, and you're invited! PSU Weekend is your chance to come home to Portland State, to renew old friendships, to see the changes on campus, and to reward yourself for all those hard hours of school and work. Call your school or college for information.

Tours in and around Portland

Sunday is a day for exploring Portland. Take a walking tour of Downtown Portland with Art Professor Lisa Andrus-Rivera or Architecture Professor Rudy Barton; ride the rails of the Willamette Shore Trolley for a look at historical homes along the river; or hop on the Portland Brew Bus for a personalized tour and tastings at three local micro-breweries. Tickets must be purchased in advance, so call the Alumni Office at 725-4949 before October 22.

Seminar Day Shines on Saturday

Seminar Day, a fascinating array of mini-lectures, returns on October 25. Coffee will be ready at 8:00 a.m. and the lectures start at 9:00, so call the Alumni Office at 725-4949 to sign up for any of the 26 FREE PSU Weekend Seminar Day lectures!

PSU WEEKEND VOLUNTEER COMMITTEE:

PAMELA GESME MILLER '84, CHAIR; PROFESSOR EMERITA ALMA BINGHAM; ROWANNA CARPENTER '97, TIE-IN COORDINATOR; GERRY CRAIG '66; JOHN ECCLES '69, VIKING NIGHT CO-CHAIR; CLARENCE HEIN '65, SEMINAR DAY CHAIR; DENNIS KEENAN '72; LOREN REMY '65, VIKING NIGHT CO-CHAIR; ROSANNA SCHEWERDA '91, '93, SUNDAY TOUR CHAIR; CAMERON VAUGHAN-TYLER '92, PUBLICITY CHAIR; ELLEN WAX '82, PATRON CHAIR.

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Speakers for Seminar Day, OCTOBER 25, 1997

CHARLES ALLCOCK, *World Trade Center, Portland*: Living with Dragons & Tigers: The New Regime and Its World-wide Implications

STEVE AMEN '86, *OPB*: What a Character! Interesting Oregonians

PROFESSOR KEN AMES, *Anthropology*: The Kennewick Conundrum

PROFESSOR TRISH BACKLAR, *Philosophy*: A Wolf in Sheep's Cloning?

PSU PRESIDENT DAN BERNSTINE: Affirmative Action in Higher Education

PROFESSOR EMERITUS BARNEY BURKE, *History*: The Decision to Use the Atomic Bomb

PROFESSOR RON CEASE '50, *Public Administration*: The State Legislature: Friend or Foe?

LARRY DAWKINS '72, *Mt. Hood Community College*: The American Mosaic

JEFF DOUGLAS, *OPB*: EAST v. WEST: Oregon's Environmental Civil War

PROFESSOR RICHARD FORBES, *Biology*: Southwestern Ecology: Live from New Mexico

PROFESSOR DARRELL GRANT, *Music*: The 21st Century Musician

SUSAN HAUSER '70, *writer*: River City, U.S.A.

SECRETARY OF STATE PHIL KEISLING: Initiatives: Democracy at its Best or Government at its Worst?

JULIE MANCINI, *Portland Arts & Lectures*: Great Stories from Great Writers

PROFESSOR LORRAINE MERCER '81, '86, *English*: The Blessings of a Good Thick Skirt: The Guises and Disguises of Some 19th Century Lady Travel Writers

PROFESSOR DARRELL MILLNER, *Black Studies*: WWII, Vanport, and the Black Experience

TERENCE O'DONNELL, *Historian*: Downtown Portland: Past, Present, Future

RON PAUL, *Ron Paul Charcuterie*: Eat, Drink, and Marry the Two: Matching Food and Wine

PROFESSOR TOM PFINGSTEN, *PSU Library*: The PSU Library of the Future: A Plan for Change

FORMER GOVERNOR BARBARA ROBERTS: The Public's Really Angry! Should Politicians Send Roses?

SCOTT SANDBO, *Pacific Crest Securities*: The Impact of the Stock Market

PROFESSOR ETHAN SELTZER, *Institute for Metropolitan Studies*: People, Place, and Prosperity: Why Our Values Matter

FRED SQUIRE, *Certified Appraiser*: What's It Worth? Antiques Appraisal Clinic

PROFESSORS MICHAEL TOTH and SUSAN AGRE-KIPPENHAN: General ED Isn't What it Used to Be: A Glimpse of PSU's University Studies

DEAN NOHAD TOULAN, *College of Urban and Public Affairs*: The Urban Growth Boundary: Myth and Reality

MERRIE ZIADY '80, '82, *Consultant*: How to Make Your Heart Sing at Work

All Seminar Day lectures are free and open to the public. Advance registration is requested. Brochures detailing seminars and other tie-in events will be mailed in mid-September. For more information or to purchase Hegi Lunch or Viking Night tickets contact the Office of Alumni Relations at 725-4949.

The Business Journal
Serving Greater Portland

PSU
Alumni Association
PORTLAND STATE UNIVERSITY

Last spring, Japanese exchange student Satoshi Tamakuma sat down with a refugee family from Haiti, helping its

members adjust to their new lives in Portland.

The Portland State student, one of 14 in the senior course Global Portland, was amazed by the family's eagerness to learn English despite struggles with the language.

Confronting her initial hesitancy about her own English skills, Tamakuma quickly found her comfort zone. Soon she was laughing, communicating, and sharing thoughts about life in America.

refugee family, he saw the barriers volunteers sometimes experience because of lack of time and training.

Tamakuma, Saman, Aho and other Portland State students have learned just as much about themselves while gaining a first-hand look at the obstacles facing refugees moving into a new culture and community.

A growing number of PSU students, as part of their community service learning experience, are reaching out into Portland's refugee communities. Courses such as Global Portland and Applied Russian are giving students an illuminating, sobering look at the challenges refugees face in Portland.

cies that PSU students work with as part of their community service coursework.

Over the past two decades, Portland has gained a reputation as a refugee-friendly city.

"It's a fairly welcoming place," says Strauss. "There's a diversity of cultures already here. There's a good, stable economy. Social services here are compassionate."

SOAR is one of four main church-affiliated refugee resettlement agencies in the Portland area. The others are Lutheran Family Service, Catholic Charities, and Jewish Family & Child Service.

In a strange land



PHOTO BY BRIAN WHITE

**A new place, a new life ...
PSU students are making
it easier for recent refugees.**

By Brian White

Chris Oace '74 (foreground) and Penny Strauss match PSU students with refugee families through SOAR (Sponsors Organized to Assist Refugees) in northeast Portland.

"I have always been a learner, but this experience gave me the chance to be a teacher," she recalls.

Another PSU student, Surinthida Saman, had an eye-opening experience as she observed the different child discipline methods used by the Kurdish-Iraqi refugee family she visited. By establishing a bond with some members of the family, she helped them learn American customs and practices.

Student Don Aho found frustration. In his brief dealings with a Cuban

Refugees are people who leave their country of origin because of a well-founded fear of persecution due to race, religion, or nationality; or membership in a particular social or political group.

"Most immigrants generally aren't coming to the U.S. out of a sense of fear," says Penny Strauss, administrator of SOAR (Sponsors Organized to Assist Refugees), a refugee resettlement program of Ecumenical Ministries of Oregon. SOAR is one of several local social service agen-

The Portland area has been so successful in attracting refugees that, statistically, one in every 18 area residents is a refugee, according to Strauss. The refugee wave rolling toward Portland and other U.S. cities began in the mid-1970s with Vietnamese, Cambodians, and others fleeing unstable political climates in Southeast Asia.

The influx of Southeast Asian refugees has virtually stopped, but succeeding waves of refugees have come in from all parts of the globe: the former Soviet Union, Cuba, Bosnia,

Somalia, Iraq, and Zaire. Refugee numbers are regulated by strict national limits, but in 1996, SOAR alone dealt with nearly 1,000 refugees. By far the largest group—about 60 percent—were people from the former Soviet Union. Many of those are Ukrainians, Belo-Russians (persons from the Baltic regions of the former Soviet Union), and those from the southern reaches of the former Soviet Union.

Today, an estimated 20,000 to 30,000 refugees from the former Soviet Union live in the Portland-Vancouver area. Sizable numbers live in southeast Portland, the Woodburn area, and southwest Portland. There's also a large number in Vancouver, Washington

For PSU Professor Sandra Rosengrant, Applied Russian faculty, the growing population from the Soviet Union provides an unprecedented opportunity to help PSU students learn Russian while making a positive impact on the local Russian-speaking communities. There are also newfound career possibilities for students majoring in the language.

Rosengrant's capstone course deals with specific problems encountered by refugees from the former Soviet Union. As part of course requirements, students spent 20 hours a term working for an agency that has requested Russian language services.

As in instructor Lida O'Donnell's Global Portland course, all students are required to keep journals of their progress and experiences. Rosengrant's students—all advanced Russian language students—are expected to communicate entirely in Russian during their classroom sessions.

Rosengrant makes it clear to the agencies served that students aren't official Russian language interpreters. But their advanced knowledge of the language puts them in a unique position to interact with the refugees.

Many of Rosengrant's students have worked with Laurie Teschner '96, a Russian major who now serves as case manager for the Jewish Family & Child Service in Portland.

Several PSU students work at Clay Towers, a subsidized housing facility in downtown Portland that's home to many elderly persons from the former Soviet Union. The students conduct citizenship classes, helping the mainly 65-and-older clients grasp U.S. history and government in preparation for a citizenship exam. (To receive federal aid such as food stamps and Medicare, these refugees must pass a citizenship test within five years after they arrive in the U.S., Teschner explains.)

"The PSU students have a knowledge of Russian that gives these seniors a sense of assurance," says Teschner. "Even if it's broken Russian, it helps ease their fears. And it gives the students a great chance to learn their Russian."

For Teschner, her own PSU community service experience helped her land a job.

"I did an internship with [Oregon's] Adult and Family Services Division. The connections I made in the few months of the internship are still working for me," she says.

Teschner is the only bilingual caseworker for Jewish Family & Child Service. There's a strong need for anyone with a Russian language background to help Jews from the former Soviet Union who've recently moved to the Portland area, she says.

Since Rosengrant's Applied Russian class started last fall, four PSU students have worked with the Adult and Family Services office in northeast Portland. Students worked with a contracted nonprofit group based at Mount Hood Community College called Steps for Success, assisting Russian-speaking and other non-English-speaking refugees looking for jobs.

"What these students are doing is active, not passive," says Carol Lamon, operations manager for the Adult and Family Services Hillsboro branch, and internship coordinator. "There are large groups of non-English-speaking people—particularly those of Russian, Hispanic, or Vietnamese background—looking for jobs."

The Portland State students give clients information on what to do or not do in a job search. They also help

them learn how to fill out job applications, how to read want ads, and how to navigate public transportation.

Applied Russian is also a step toward employment for the students themselves, according to Rosengrant.

"It used to be that a student majoring in Russian would sell real estate or go into some other unrelated field. But these students have the skills to apply for jobs with these social service agencies," she says.

Lida O'Donnell's Global Portland students are on a more general quest for knowledge, but one that's no less important.

O'Donnell, scanning her roster of recent students, is pleased to see so many students from varied ethnic and academic backgrounds.

"Our last course included one Vietnamese and one Cambodian refugee. We had two Japanese exchange students, and we had a student who was the child of Mexican immigrants," says O'Donnell, a refugee herself. O'Donnell fled Czechoslovakia during the Communist invasion of 1968 before eventually gaining a liberal arts degree from PSU in 1971.

O'Donnell acknowledges that the course's short length—10 weeks—limits student involvement. But she and SOAR volunteer coordinator Chris Oace '74 try to make the best matches possible between students and refugees. Some matches have worked so well that students are continuing their volunteer work.

Last spring, two Global Portland students worked in the SOAR office for about eight hours a week. One worked with the agency's immigration counseling/legal services staff. Another helped with general office duties, answering calls, helping design promotional flyers and helping SOAR design a Web page. Most students, however, worked directly with refugee families.

"I take information about the students and try to arrange a link with a particular family," Oace says. "Students can help select the family

they work with, and we try to get good links."

"My expectation at first was just helping other newcomers as I was helped when I came here," wrote Phuc Dinh, a PSU mathematics major who came to the U.S. about five years ago from Vietnam.

Dinh soon found himself teaching a Hispanic family English, even though he knew no Spanish.

"I gave them a big thumbs-up whenever they answered their questions correctly," Dinh wrote for his class assessment. "In return, they pointed at me and said, 'Good teacher.'"

Rosengrant is quick to remind people that students' community service work must be practical and must force students to push their limits.

"It is wrong to compel students to perform good deeds not directly related to their professional interests," she says. "The experience they gain using their Russian language skills helps them learn a lot about their abilities and limitations; they gain self-confidence and learn what they can or cannot do."

Anything PSU students can do to help refugees become more self-sufficient is a plus says Oace.

"Learning English is a big part of becoming self-sufficient, but it's much more than that," she says. "It's a give-and-take relationship. Some refugees get English instruction and learn about living in America, but the refugees get to teach the PSU students about their own language and culture."

As Portland becomes more and more diverse, a give-and-take education seems entirely appropriate. □

(Brian White is a staff writer in PSU's Office of Public Relations.)



Michael Pereverzin serves a customer at his store, Russian Food Inc., on SE Foster and 64th. This

neighborhood and areas in Beaverton and Woodburn have become home for recent Russian-speaking refugees.

PHOTO BY STEVE DIPAOLA

New Board president

D. Michael "Mike" Glanville '65 knows the issues facing higher education and Portland State.

His company, National Mortgage, hires PSU alumni and student interns, and sends employees to PSU for classes.

"PSU is an important asset to this business community," he says. "The variety, quality, and flexibility of programs the University offers are critical to companies like ours."

Mike Glanville '65, new president of the Alumni Board of Directors

Glanville assumes the post of president after serving three years on the Board.

He started his college career at the University of Oregon but after two years switched to Portland State College, working full-time while attending classes. After graduation, Glanville began his career in commercial real estate lending, which has continued for more than 30 years.

"I took Portland State for granted until I got involved with the Alumni Association a few years ago," he says. "Now that I've taken a closer look at what's going on at PSU, I'm excited to see the high quality programs and to tell the PSU story, especially to the business community."

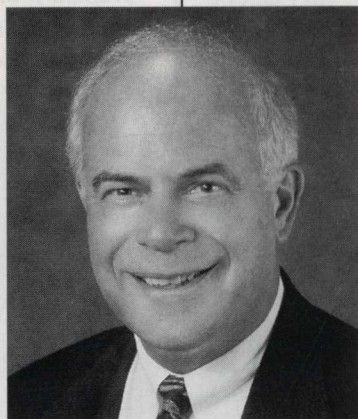
Glanville invites alumni to get involved with the Association. He can be reached by e-mail at mglanville@nmco.com

Serving the Association

Joining President Mike Glanville '65 on the Alumni Board are officers Mary Mertens James '78, attorney with Amburgey & Rubin in Portland; Stan Payne '73, controller at

Container Recovery in Portland; Glen Beckley '68, information systems consultant; Dan Gemma '64, vice president at Bank of the Northwest; Pamela Gesme Miller '84, shareholder relations consultant; and Terry Walker '73, MBA '81, vice president, Real Estate Division, U.S. Bank.

Also recently elected to the Board are David Fitzpatrick '75, MS '77, Standard Insurance Company; Ann Gardner '77, Schnitzer Investment; Ken Hart '90, Housing Authority of Portland; Laila Hirr MS '94, Electro Scientific Industries; Carolyn Leonard '77, MS '79, Portland Public Schools; Brian Ray '85, Kittelson & Associations Inc.; Gary Salyers, '57, retired elementary school principal; and David Wedge '69, Wedge Investment.



An active retirement

Retiring from the Alumni Board is immediate past president Sue Purpura '77, who will stay active on a newly created President's Council, serving new President Dan Bernstine. Purpura led the Board through a study of a dues-paying alumni organization, the search for a new president, and a highly successful alumni advertising campaign.

Joan Johnson '78 is also retiring after chairing PSU Advocates for the past two years. Johnson will also serve on the new council, and plans to stay active with the Advocates organization. She led the successful effort to keep the engineering program at PSU.

Other retiring board members are Vicki Chase '78, Finance Committee; Leo MacLeod '90, Communications and PSU Weekend committees; Linda Macpherson '80, PSU Weekend Committee; and Bill Walker '73, '80, PSU Advocates Committee.

Why I'm a PSU Advocate

Like many PSU alums, I chose to go to Portland State primarily because I could continue to work while going to classes. Initially, I was an apathetic student, showing up for class and then heading out to the job. But my involvement on campus increased as I joined a fraternity (Alpha Kappa Psi, the business fraternity) and became editor of the Business/Economics Paper. PSU became my "place" for several years. I grew up in so many ways here.

I had some great profs and spent time with them talking over topics that didn't relate just to the papers I was writing. I got some good advice from them on career plans, values, what's important in life.

So, before going to Arizona State for my MBA, I had a good feeling about what PSU gave me. But I wasn't quite sure whether PSU had prepared me for the competition with graduates from the California system, Ivy League schools, and other public and private universities. I was pleased to find that, in many ways, I was better prepared than my fellow students, and for this, and its impact on my life, I would like to give something back to PSU.

I feel comfortable advocating for and supporting PSU, because I know that PSU's cost per classroom hour taught is the lowest of the higher education institutions in the state—so my contributions are being used in a cost effective manner. By working with the Advocates, I can help get the message out: PSU is a quality institution that has successfully transformed itself into what higher education will look like in the future!

We all have our own "PSU story" to tell, and we need to make our stories heard. Feel free to e-mail me at any time with your ideas or concerns: glen@transport.com

Glen Beckley '68
PSU Advocates Chairman

Food industry makes the \$1 million match

The Food Industry Management Program has received private industry pledges of more than \$1 million to ensure receipt of a \$1 million challenge grant from the Meyer Memorial Trust.

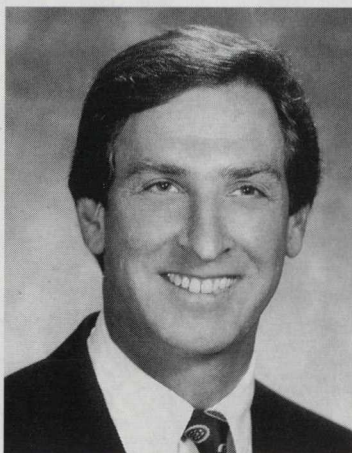
The program, launched by the School of Business Administration in 1994, provides continuing education for managers and executives at all levels of the food industry, the Pacific Northwest's largest employer. With more than 110,000 employees and about \$10 billion in overall sales, the industry is currently undergoing massive structural change in how it provides value to its customers. Professionally trained managers are needed to succeed in this changing environment.

Key support in meeting the \$1 million challenge grant came from: Fred Meyer Inc., Portland; Albertson's Inc., Boise, Idaho; Frito-Lay Inc., Plano, Texas; Western Family Foods Inc., Tigard; United Grocers Inc., Milwaukie; Willamette Industries Inc., Portland; DeJarnett Sales, a Phoenix-based food broker; Ernest & Julio Gallo Winery, Modesto, Calif.; and the Portland-based Wessinger Foundation.

To date, the Food Industry Management Program has raised approximately \$2.85 million, including foundation grants and private industry commitments over a several-year period.

Marketing students within the business school have already completed a variety of internships and class projects involving such local companies as Wholesome & Hearty Foods, Widmer Brewing Co., Willamette Valley Vineyards, Pacific Hazelnut Farms, United Grocers, and Western Family Foods.

Work is also under way to establish a food management certificate program at Portland State.



Douglas Stirling, new president of the PSU Foundation Board of Directors

New to the Board

Douglas Stirling, president of Aon Risk Services of Oregon Inc., was named president of the PSU Foundation Board of Directors this fall. Joining Stirling on the executive committee are Past President Gary Cole, partner with Ball Janik and Novack law firm; David Hoffman, vice president of strategic planning and BPS, PacifiCorp; Peter "Tony" Leineweber '68, vice president, Crown Pacific; David Leland '65, president of Leland Consulting Group; Lisa Magnuson, regional manager, IKON Office Solutions; Robert Philip, president of Schnitzer Steel Industries Inc.; and L. Wayne Purdy, partner with Ferguson Wellman Rudd Purdy and Van Winkel Inc.

The board also gained 11 new members recently. They are Michael Barrett, vice president of business development, Barrett Business Services Inc.; H. Lee Bodenhamer, financial consultant, Merrill Lynch; Cheryl Chevis, partner, Perkins Coie attorneys; Jean Coughlin, insurance agent, Coughlin Insurance Services; Gary Cumpston '90, senior vice president

and district manager, Bank of America; Joseph Deal, president and CEO, Wacom Technology; Wallace Harding '59, senior vice president, Norris Beggs & Simpson; John "Jack" Loacker '67, MS '77, attorney; Sharif Sahli '75, general manager, Kama Enterprises Inc.; Douglas Walker, president, Walker Travel & Cruises; and George Wyatt, director of energy services, Portland General Electric.

A record year for giving

PSU received a generous outpouring of gifts and pledges from donors in fiscal year 1996-97. More than \$8 million in gifts and pledges was donated to the University by alumni, friends, parents, corporations, foundations, and PSU faculty and staff.

The University received a record \$5 million in gifts, nearly double the previous years. PSU also received \$3 million in pledges. Recipients include the Athletics Department capital and scholarship campaign, the Urban Center Building project, the Gertrude F. Rempfer Endowed Chair in Physics, and the University Studies undergraduate curriculum program.

The Thomas Elliott Challenge provided many alumni and friends with a strong incentive to make first-time gifts or increase their support to PSU's annual fund. As a result of the challenge, gifts to the annual fund, including the President's Associates program, rose 17 percent from the previous year. The Elliott Challenge helped spur donations to meet crucial academic needs and support scholarships.

"Each gift is another vote of confidence in Oregon's own urban University," says Gary Withers, vice president for University Relations, "and 1996-97 was a landslide victory year for PSU. It takes the whole community to achieve these stunning results, and we are most grateful to each donor and every member of the PSU family." □

MILLION DOLLAR ALUMNI

It's not every day that Portland State University receives a \$1 million gift. And it's definitely not every day that the gift comes from alumni—in this case a married couple, each with doctoral degrees from the School of Urban Studies, and each president and CEO of separate, thriving companies.

But then, Keren Brown Wilson Ph.D. '83 and Michael DeShane MSW '72, Ph.D. '77 are not exactly typical alums.

After years of teaching and conducting research through PSU's Institute on Aging, Wilson and DeShane decided to transfer their academic skills to the business arena. When they compared the research and theory they worked with to the way things were conducted in the business



PHOTO BY STEVE DIPAOLO

The University received its first \$1 million gift from an alum—and four months later it happened again.

By Meg DesCamp

Married couple Keren Brown Wilson and Michael DeShane, are each CEO of separate companies that help the aging.

world, they saw a huge disparity. And in that disparity was a clear business opportunity.

Wilson's own mother indirectly pointed out the way to success. As a longtime resident in a nursing home, she asked her daughter if there wasn't a better way for people like her to live.

There is. That realization led to the founding of Assisted Living Concepts.

(ALC), a company that gives the elderly what they want—homey, private apartment-style living, not the open, hospital-like rooms typical of most nursing homes, where residents have little privacy and even less choice about how their day-to-day lives unfold.

ALC, which is run by Wilson, was spun off from Concepts in Community Living, which DeShane operates. CCL offers consulting and management services for senior housing and assisted living residences throughout the Northwest. The company provides site selection services (ALC is among its clients) and also manages a number of not-for-profit assisted living facilities.

Together, Wilson and DeShane bring to their companies a background that no one else in the industry can lay claim to: academic theory and teaching know-how combined with business savvy.

"Our studies were invaluable in helping us understand what older people needed and wanted," says Wilson, "and that's what makes us different from everyone else.

"We recognized that the demand is in the moderate-and low-income market, and in the high-acuity market. Most people want to stay at home. Their desire to move is based on need. That's why our facilities make the transition easier for residents and their families."

Wall Street certainly agrees with their strategy. When Wilson took ALC public in 1994, analysts and investors went wild. ALC's stock price has jumped 200 percent since its initial public offering, and the company is now valued at more than \$150 million. The most recent quarterly results show projected revenues for this year at \$40 million, up from just \$4 million two years ago. ALC operates 20 facilities in Oregon, along with facilities in six other states, and has plans to enter the market in three more states before the end of the year.

That's the sort of business growth that's allowed Wilson and DeShane to donate \$1 million toward PSU's \$29.2 million Urban Center project.

Wilson and DeShane are good examples of how different personalities can succeed in the business world.

Wilson, who never took a business course or ran a major company before, seems to thrive in the Wall Street jungle. She's committed to her model of care, but spreading that model through a large company has required her to learn to balance the sometimes competing demands of residents and stockholders and to delegate business decisions to staff members.

DeShane, on the other hand, happily maintains control of the details. He has no interest in answering to others about his business decisions.

"Keren is much more driven to be the 'goddess of assisted living,'" DeShane says laughing. "I'm not interested in leading the charge to establish a national model for the industry. I think smaller."

"It's funny," he muses. "Keren's much more private in most respects, but more public in this respect. I'll tell people just about anything about myself, but I want my business private."

Those differing philosophies haven't gotten in the way of their 13-year marriage, or their enjoyment of DeShane's son and grandson. At home, Wilson and DeShane relax with their three cats, bird watch in their backyard (the cats are, according to DeShane, "far too old and fat to do much of anything, much less catch a bird"), or take their boat out for a cruise.

Occasionally they talk about starting another business ... perhaps providing small loans to Third World entrepreneurs, or sponsoring a low-income housing project which would promote home ownership.

Whatever it is, one thing is clear: it won't follow a typical business approach. □

(Meg DesCamp, a Portland freelance writer, wrote the article "Polished Words," on novelist Molly Gloss, in the spring 1997 PSU Magazine.)

FIRST OFF THE MARK

The past four months have been very good for Portland State. Just six weeks before the Wilson-DeShane gift, Peter Stott broke the record in individual giving when he presented the University with a \$1 million challenge grant for the Department of Athletics.

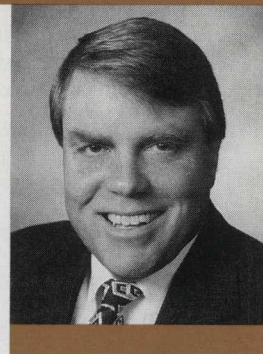
The gift is serving as the catalyst for the department's three-year, \$3 million capital and scholarship campaign. Funds for the campaign will be released as matching funds are raised.

Stott, a Portland State alumnus, is president and chief executive officer of Crown Pacific, a Portland-based, publicly traded forest products company, which he cofounded in 1988. Stott also is chairman of Market Transport Ltd., one of the region's largest transportation companies, which he founded while attending Portland State in 1969.

Stott has been a major contributor to PSU's athletics programs for many years. He is an original PSU Big Sky Founder—one of several individuals who pledged long-term financial support for PSU athletics when the University moved up from NCAA Division II to the Division I Big Sky Conference in 1996.

"This challenge gift demonstrates my commitment to Portland State University and my evaluation of the strength of its athletics program," said Stott. "With the recent move to Division I, PSU has again shown itself to be a University of quality, potential, and heart. I am delighted to be able to invest in the future of this outstanding school and this program."

Monies from the gift will be used to fund scholarships and provide facility improvements, including refurbishing the Health and Physical Education Building, creating a community recreation/athletic practice field adjacent to the building, and providing for capital improvements to Duniway track in Duniway Park, several blocks south of campus.



A L U M N O T E S

Compiled by Myrna Duray

Vanport

Edward Duley is a retired district manager from Wyeth Laboratories, a pharmaceutical company. Duley lives in Portland.

'50s

Gary Salyers '57 has been elected to the PSU Alumni Board of Directors. Salyers is a retired school administrator with the North Clackamas School District, where he most recently was principal at Linwood Elementary School.

Martyn Witter '58 is retired and celebrated his 80th birthday in June 1997. He lives in Carson, Wash.

David Hedges '59 is a free-lance writer who has won more than 70 awards in the fields of advertising, public relations,

and poetry. He is president of the Oregon State Poetry Association and has written a political satire in rhymed verse, *Petty Frogs on the Potomac*, which will be released in a limited edition.

Thelma Taylor '59 writes, "I am 89 and holding so far—but still serving here at the Manor and at my church. Still independent. Praise the Lord!" Taylor lives in Portland.

'60

Bruce Richards is an adjunct instructor and supervisor in the MAT/Education program at Lewis & Clark College in Portland. Richards retired in 1994 from the Portland Public School District after 34 years as a teacher and administrator.

'61

Gary Robinson MA '73 has been elected president of

Friends of the Branford P. Millar Library at PSU. Robinson served as president of the PSU Alumni Association in 1970-71. He is owner of Training and Development Programs and Nature Is My Studio photography in Portland.

John Terry is a national and international copy editor and history columnist with *The Oregonian*. Terry has been with the newspaper for 21 years.

'62

Helmi Kortess-Erkila is retired from Ridgefield High School in Washington, where she taught English and German. Kortess-Erkila wrote *Relevance of the Kalevala, Comments, Quotes & Quips*, which is an explanation of the Finnish epic. She is a free-lance writer, vice president of the Vancouver AARP chapter 935, and swims three times a week.

'63

Robert "Bob" Grant is the vice president of sales at Pic-Mount Corporation, a photography equipment company in Portland.

Kurt Krause '63 is a consultant at Krause Consulting, a business management consulting firm in Portland.

Mary Ann Wilber is a substitute teacher with the Harney County School District in Burns.

'64

Lynn Good is an administrative manager for Moss Adams, LLP, an accounting firm. Good lives in Issaquah, Wash.

'66

Gerry Craig is the regional vice president at Franklin Equity Leasing Company in Portland. Craig formerly was with U.S. Bank.

Barry Randall is a vice president and investment officer with Dain Bosworth Inc., in Portland.

Paul Willoughby is an audiologist at the Portland Ear, Nose, and Throat Clinic in Portland.

'67

Myrna Elmore MAT '73 is a private piano teacher living in Beaverton. Elmore is a nationally certified teacher of music.

John Ferrell MA '79 is a research specialist in the technology program of the Northwest Regional Educational Laboratory in Portland. He formerly was chief archivist for the U.S. Holocaust Memorial Museum in Washington, D.C., and has also served on the staffs of the National Archives, the California Office of Appropriate Technology, the *Utne Reader*, and *Rain* magazine.

Monte Shelton '59 loves cars. He lives cars. He's been selling cars and collecting cars and racing cars for nearly 40 years.

"I think if you took a blood sample from me, you'd get gasoline," he says.

He's probably right. For starters, there are the cars sold at Monte Shelton

Motor Company. It's not the usual car lot lineup, but premier automobiles purchased by people who really care about cars: Jaguar, Rolls Royce, Bentley, Saab.

Then there's Shelton's personal car collection, and his passion for racing. "I started racing in April of 1960," he says.

That first race was in, appropriately, Shelton, Washington. This year, he placed second in the Rose Cup race at Portland International Raceway ("I think it's the eighth or ninth time in a row I've come in second," he complains. "I've won it six times, but second—you know, being second is being the first of the losers.") and he raced at Daytona, coming in 13th.

Shelton was a clear winner this past spring when he was honored with the Rolla Vollstedt award, which has been given each year since 1990 to a member of the racing community who has made significant contributions to the sport in Oregon.

Shelton will be 64 this year but has no plans of getting out from behind the wheel. "Why should I? Racing seems like the natural thing to do. There's a 25-year-old trapped in this old body."

And that 25-year-old obviously has quite a few more laps left around the racecourse.



James Gallucci is a CPA and shareholder at Bottaini, Gallucci, & O'Hanlon, a CPA firm in Portland.

Elizabeth Lewis MS writes, "Retired in January 1992 after 45 years in education. Having a grand time after getting used to not having students around me. Was principal at Bear Creek Elementary, Bend. Working on doctorate for own pleasure. Had great years at PSU." Lewis lives in Bend.

Molly Martin MS is a teacher of the visually impaired with the Payson Unified School District (Arizona).

Larry Wright is the division manager of direct marketing at Signature Graphics, a printing and mailing firm in Portland.

'68

Cliff Fagaly is a sales and marketing representative with Garten, a firm providing rehabilitation, employment, and services for people with disabilities. Fagaly lives in Sublimity.

William "Bill" Flechtner is a journalism teacher and adviser for the school newspaper and yearbook at Milwaukie High School. Flechtner was selected as Oregon's 1997 high school journalism teacher of the year.

Shelley (Jakobsen) Trumbo is a self employed stylist at Changes Hair Salon in Petaluma, Calif. She writes that "On May 10, 1997, I married David Trumbo in historic Tomales, Calif."

'69

William Daily is president of Hval Inc., an air-conditioning, heating, refrigeration contracting company in Portland.

Susan Mattson Delaney MST '75 is an English teacher for an international high school in the Eugene School District 4J.

Gary Hagstrom is a first officer with American Airlines. Hagstrom retired from the U.S. Navy in 1987. He lives in Clackamas.

David Helgren attended the inauguration of Peter Smith as founding president of California

State University-Monterey Bay, on May 23, 1997. Helgren is chairman and professor of the department of geography at San Jose State in San Jose, Calif.

Sharon Schneider MS '74 is a counselor at Canby High School.

David Wedge has been elected to the PSU Alumni Board of Directors. He is owner of Wedge Investment, a real estate investment firm in Portland.

'70

Fred Evans is dean of the Sid Craig School of Business at California State University, Fresno.

Charles Langer is CEO and president of U.S. Bancorp Leasing and Financial, an equipment leasing company in Portland.

Catherine Pitkin is owner of Yardbirds, a gift shop in Warren.

'71

Karen Duke retired in September 1996 after 31 years with the Estacada School District.

Sophia Kouidou-Giles MSW is program manager at the Department of Social and Health Services Division of Children and Family Services in Seattle.

Charles Rosenblad is the business development manager at Facilities West, a facilities management consulting firm in Portland.

Leland Spore retired from the State of Oregon Employment Division as a veterans career counselor. Spore lives in Salem.

Carl "Al" Stiefbold is a biology instructor at the University of Oregon. Stiefbold received the 1996 Faculty Biology Teaching Award.

Stephen Webb is the sales manager at Steel City Wholesalers, a distributor of York heating and air conditioning equipment. Webb lives in Birmingham, Ala.

'72

Lawrence "Larry" Dawkins MS is chair of the department of performing arts at Mt. Hood Community College and also teaches forensics.

Eileen Hines is a licensed tax consultant and enrolled agent at Eileen Slifman Hines, L.T.C. in Portland.

Carole Sprouse is a caretaker at Hughes Ransom Mortuary in Astoria.

Wayne Warren is president of World Wide Health Alternatives, a provider of health care products. Warren lives in Hillsboro.

'73

Christopher Lagozzino and **Michael Burke** '72 are co-owners of a paint contracting business, Columbia Painting Inc., in Portland.

Dan Wyatt is the commercial marketing director at Chicago Title Insurance Company in Phoenix, Ariz.

'74

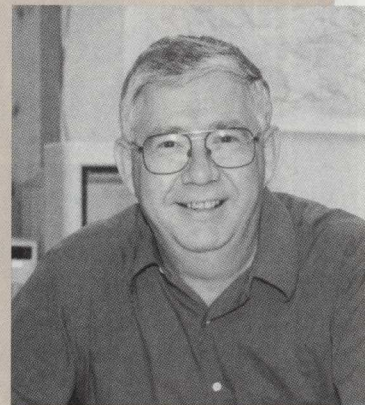
Barbara Ashmun MSW is owner of Creative Garden Design in Portland. Ashmun is a garden designer, consultant, writer, and author.

Dennis A. Olson '68, MS '80 has joined the PSU Alumni Association Board of Directors as an Alumni Ambassador. In his position, Olson serves as the PSU alumni liaison for the Pendleton area. The purpose of the Ambassador program is to form stronger ties with alumni in communities at a distance from the Portland campus. Chuck Littlehales '65 of Newport and John Jalali '67, MBA '71 of Medford are also PSU Ambassadors.

As director of resource services and development for Umatilla County, Olson wears many hats, including planning director, emergency services management director, and watershed council member, just to name a few. Olson has worked for Umatilla County since 1978. Prior to joining the planning office there, he worked as a planner in the Olympia, Washington, area and for Klickitat County in Washington.

"My PSU education has been very valuable to me. My emphasis in geology and resource management has helped me with my work in rural counties. I was well served by PSU, and I hope to promote the University in my rural area as much as possible," says Olson. His son Christian, also a PSU graduate, received his Master of Public Administration degree in 1996.

When not planning the future of Umatilla County, Dennis and his wife, Linda, work as partners in Health Nuts, a health food store in Pendleton. They also enjoy traveling and gardening.



ALUM NOTES

Berwick "Barry" Babin is the program manager for Current Electronics Inc., an electronics manufacturing firm in Newberg.

Nora Boothby is a self-employed writer and editor for health, education, and human services issues. Boothby resides in Aptos, Calif.

Randall Nelson represented PSU at the inauguration of M.R.C. Greenwood as chancellor of the University of California, Santa Cruz, May 23, 1997. Nelson is the director of institutional research and policy studies at the university.

'75

Jerry Cox is a district agent with Northwestern Mutual Life in Modesto, Calif.

David Fitzpatrick MS '77 has been elected to the PSU Alumni Board of Directors. Fitzpatrick is an actuary at Standard Insurance Company in Portland.

Glen Higgins MPA '94 is the chief planner at Columbia County, Land Development Services in St. Helens.

James Nack MT '82 is owner of J.H. Nack, a CPA firm in Anchorage, Alaska.

Donald R. Jones is a budget administrator with PacificCorp, a utility corporation in Portland.

Earl Rickards is president of Electronic Security, a security systems firm in Portland.

Tom Schill is director for capacity planning and procurement at U.S. West Communications. Schill lives in Littleton, Colo.

'76

Kenneth Bostwick is the operations manager and chief financial officer at Warrior Products Inc., in Milwaukie. Warrior manufactures specialty auto parts and accessories.

Janet Corbett is lumber sales manager for OMAK Wood Products, a sawmill in Omak, Wash.

Steven Feldman MPA '77 is city administrator for Bonney Lake, Wash.

David "Rocky" Johnson MS, PhD '90 is the executive director of Community Action Team Inc., an anti-poverty community development corporation in St. Helens.

William Sproul is project manager for a residential subdivision for C & M Construction in Sherwood.

M. Lynda Wonacott MBA is an accounting instructor at Portland Community College.

'77

Cynthia Bigelow is the founder and executive director of The Moriah Foundation, a non-profit social relief agency in Grants Pass.

Simon Ffitch is an assistant attorney general for the state of Washington in an office which represents consumer interests in telecommunications and energy cases. Ffitch is also an adjunct professor at Lewis & Clark's law

school. He lives in Olympia, Wash.

Ann Gardner has joined the PSU Alumni Board of Directors. Gardner is a development project manager at Schnitzer Investment in Portland.

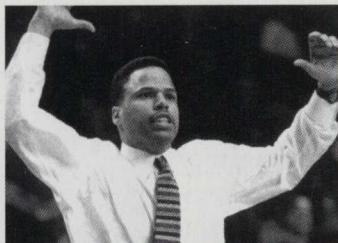
Robert W. Johnson is the right-of-way services manager in the bureau of transportation and development with the city of Portland.

Thomas Koler MS '80 represented PSU at the inauguration of Robert A. Hoover as president of the University of Idaho, April 4, 1997. Koler is a partner and engineering geologist at Intermountain Natural Mountain Research in Moscow, Idaho.

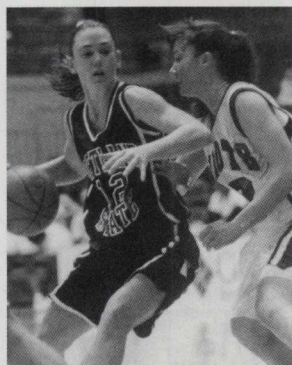
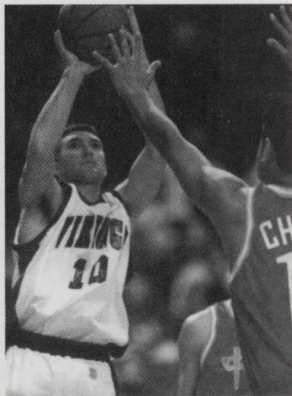
Carolyn Leonard MS '79 has been elected to the PSU Alumni Board of Directors. Leonard is coordinator of multicultural and multiethnic education with the Portland Public School District.

Dan Willis is vice president of Atel Capital Corporation, an equipment lease financing firm in San Francisco.

PORTLAND STATE BASKETBALL



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1997-98 WOMEN'S HOME GAME BASKETBALL SCHEDULE

Date	Opponent	Location	Time
Nov 18	Portland AAU (exhibition)	Nike Campus	7:05
Dec 3	Portland	Stott Center	7:05
Dec 15	UC-Irvine	Stott Center	7:05
Jan 9	Sacramento State*	Stott Center	7:05
Jan 10	Idaho State*	Stott Center	7:05
Jan 15	Montana*	Stott Center	7:05
Jan 18	Montana State*	Stott Center	2:05
Jan 25	Eastern Washington*	Stott Center	2:05
Jan 28	Western Oregon	Stott Center	7:05
Feb 12	Northern Arizona*	Stott Center	7:05
Feb 14	Cal State-Northridge	Stott Center	7:05
Feb 25	Weber State	Stott Center	7:05

1997-98 MEN'S HOME GAME BASKETBALL SCHEDULE

Date	Opponent	Location	Time
Nov 12	Albury Bandits (Australia) (exhibition)	Stott Center	7:05
Nov 23	Simon Fraser (exhibition)	Stott Center	3:05
Nov 29	Concordia	Stott Center	7:05
Dec 2	Northwest College	Stott Center	7:05
Dec 13	Cascade	Stott Center	7:05
Dec 20	Washington State▲	Rose Garden	5:35
Jan 2	Cal State-Northridge*	TBA (FOX TV)	7:35
Jan 5	Northern Arizona*	Stott Center	7:05
Jan 21	Weber State*	Rose Garden	7:05
Jan 31	Eastern Washington*	Stott Center	7:05
Feb 5	Sacramento State*	Stott Center	7:05
Feb 7	Idaho State*	Stott Center	7:05
Feb 19	Montana*	Rose Garden	7:05
Feb 21	Montana State*	Rose Garden	7:05

*Big Sky Conference Game. Tentative schedule subject to change.

▲ Double Header with Oregon State vs Utah

'78

Nancy Chvatal is the western office director for the National Association of Pastoral Musicians. Chvatal lives in Beaverton.

John Dunn is district manager at Mt. Hood Chemical Corporation, a Portland manufacturer of cleaning compounds.

James Emery is a teacher in the Los Angeles Unified School District and a film and television actor.

Shelley Knezevich MS '82 is a parking enforcement deputy for the city of Portland.

William "Bill" Layton MS is the assistant principal at Talmadge Middle School in Salem.

David Rankin MS '83 is the managing director at the Portland office of Golder Associates Inc., a science and engineering consulting firm.



'79

Gina Firman lives in Tillamook and is a county commissioner for Tillamook County.

Jeanette Hopkins is an accountant with Diantha Knott & Associates, an interior design company in Portland. Hopkins has been with the firm 11 years and passed the state exam for tax preparers in January 1997. She also does volunteer work for Franklin High School.

Peter Kimmel MS '85 is an associate professor and chair of the natural sciences department at Castleton State College in Castleton, Vt.

Cynthia Shick is the owner of Cynthia M. Shick, a construction management firm in Seattle.

'80

Mary Fishler MAT '96 is a Spanish teacher at West Linn High School.

Eileen La Chance is a systems analyst at Menlo Logistics in Portland.

Lynne Smith is the controller for OTKM Construction Inc., a general contractor in Portland. Smith also free-lances as a personal growth coach.

'81

Tom Keller is a sales representative for Hancor Inc., a manufacturer of HDPE pipe and fittings. He lives in Vancouver, Wash.

Inge Wells is an attorney with Hutchinson and Anderson of Eugene.

Ted Zinzer is an accountant at Desert West Coach Service in Phoenix, Ariz. The company builds and repairs coaches.

'82

Logan Cowart MS is a systems analyst at PacifiCorp, an electric utility firm in Portland.

Allen Johnson writes, "I am Export Customer Support Manager for Freightliner Corporation living in Pretoria, South Africa. This is my 25th year with Freightliner, and I'm finishing my first year of being stationed in Africa. There is nothing like living in Africa, in an ethnically diverse area, to gain a real appreciation for other cultures and what we have in the United States."

Julie Stark is the marketing communications director at TV Tyee, an ad agency in Portland.

'83

Cindy Leigh Bennett is a special education teacher at Conestoga Middle School in Beaverton.

Laura Ditrapani is producer and director at Film Ditrapani, an animation studio in Portland.

'84

Catherine Dessellier Austin is a senior business analyst at U.S. Bank in Portland.

Science, Technology & Society

Portland events, 7:30pm
Schnitzer Concert Hall



Before the Beginning
with Sir Martin Rees
Astronomer Royal

Thursday, September 18th



The Large, The Small and the Human Mind

with Dr. Roger Penrose
University of Oxford

Friday, October 3rd



Space-Time Warps and the Quantum

with Dr. Kip Thorne
California Institute of Technology

Thursday, November 6th



The Mystery of Consciousness

with Dr. David Chalmers
University of California, Santa Cruz

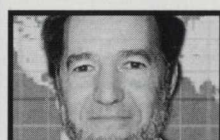
Thursday, December 11th



The Quark and The Jaguar

with Dr. Murray Gell-Mann
Nobel Laureate, Santa Fe Institute

Friday, February 6th, 1998



Why Did Human History Unfold Differently on Different Continents?

with Dr. Jared Diamond
UCLA School of Medicine

Thursday, March 5th



Life's Other Secret

Dr. Ian Stewart
University of Warwick

Friday, April 17th



The Scientific Search for Soul

with Dr. David Darling
The Open University

Thursday, April 23rd



Creativity and Computers

with Dr. Maggie Boden
School of Cognitive Sciences
University of Sussex

Friday, May 22nd



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ALUM NOTES

David Black is the general manager at the University of Wisconsin-Madison radio station. Black is completing his dissertation in journalism and mass communications at the university.

Michael Jenkins MURP '91 is an associate planner with the City of Tukwila, Wash.

Steve Kloser is president of New Vision Productions, an audio and video company that produces radio commercials, training videos, and music productions. Kloser does computer digital editing. He lives in Bellevue, Wash.

Melissa Meyer is a sales associate with Reekie Properties Inc., a real estate firm in Tigard. Meyer formerly was the assistant dean for PSU's School of Fine and Performing Arts.

Lynn Olson is president of Nutshell High Fidelity, an audio and publishing firm in Aloha. Olson writes and designs high-end and ultra-fi audio equipment. He is also associate editor for *Positive Feedback* magazine and editor of *Valve & Tube News*, and is author of *The Soul of Sound*, which was released in November 1996.

'85

MaryLynn Cunningham MST is a kinesiologist at the Vancouver, Wash., division of the Portland Veterans Association Medical Center.

Dean Miner is the business unit director at Andrew Corporation, an electronics manufacturer in Simi Valley, Calif.

Brian Ray has joined the PSU Alumni Board of Directors. Ray is the business group manager at Kittelson & Associates Inc., in Portland. He and his wife, Erin, live in Portland.

Carole Rockney is manager of regulatory policy with PacifiCorp in Portland.

Richard J. Tyner is controller at All Transmission Parts Inc., a Portland wholesale distributor.

'86

Gary Hyunsik Chang is an engineered wood product technical representative at Hampton Distribution Center in Beaverton.

Patrick Greene is a systems project analyst with Clackamas County in Oregon City.

Robert Robertson is a disbursements manager with Freightliner Corporation, a heavy truck manufacturer in Portland.

'87

Joseph Cooke MT '90 is the director of budgets, trusts, and investments at Lewis & Clark College. Cooke, formerly a senior accountant at Fellner & Kuhn,



earned his juris doctorate from the college's Northwestern School of Law in May.

Michelle Cross is a safety specialist at Precision Castparts Corporation, an investment casting foundry in Portland.

Jonathan Wertz is the small business development officer at U.S. Bank in Klamath Falls.

'88

Pamela Burrell is a substitute librarian at the Vancouver Regional Library in Vancouver, Wash.

Haley Dahlquist is an associate broker with Re/Max Executives, a real estate company. Dahlquist lives in Wilsonville.

Tammy La Rae Dzwilewski is a homemaker living in Boise, Idaho.

Linda Gray is owner of Stillwater Ranch Inc., an orchard and excavating service in Parkdale.

Julie Ann Simpson is the owner of a landscaping business, Jobs by Julie. Simpson lives in Richland, Wash.

Gail Younie MA '97 is a teacher at Ainsworth Elementary School in Portland.

'89

Julie Beth Havel is an administrative policy and research staffer for the Oregon State Legislative Senate Trade and Economic Development Committee in Salem.

Timothy Knight is a consulting engineer with URS Greiner, Inc., in Portland.

Jane Lisle is the accounting manager for The Mitchell Nelson Group, a landscape architectural, planning, and engineering firm in Portland.

Dr. Carin Pluedeman is a physician specializing in family practice at the Ventura Park Clinic in Portland.

Just three years out of PSU, **Heather McDonald '94**, can claim the sort of career success most people chase for years: she's designed an image that's seen by millions of people every day.



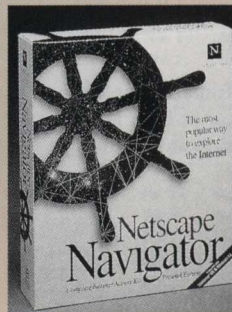
McDonald's design is the ship's wheel logo that users of Netscape, a popular Internet browser software, see when they log onto the Internet. As the art director for Neumeier Design in Palo Alto, California, McDonald was part of the project design

team that decided on a nautical theme for the Netscape project. Then each team member came up with a design, and McDonald's was chosen.

"I really thought the wheel was the best example of navigating," explains McDonald. "A wheel is something

you can take control of." The nautical theme continues in the design's background, with crisscrossing gold lines reminiscent of old nautical charts.

McDonald credits PSU's graphic arts program with preparing her for the work world. "The program was tough, and the critiques were hard to bear, but that's like the real world. The head of the program was really strong on learning how to develop concepts, and that put me above other people in the job market."



Another famous design came out of PSU's graphic arts program. **Carolyn Davidson '71** designed the Nike swoosh 25 years ago. Davidson says it's still a thrill to see the swoosh so widely used.

McDonald has the same feeling about her ship's wheel. "It's rare that you get to do things that everybody recognizes. It's pretty cool."

'90

Janice M. Adams MS is assistant principal at Aloha High School in Beaverton.

Kenneth Hart has joined the PSU Alumni Board of Directors. Hart, business manager with the Housing Authority of Portland, was formerly press secretary and legislative aide to Sen. Mark Hatfield.

Charles Mundorff is a partner at Rasmussen Tyler & Mundorff, a Portland law firm.

Linda Thomson is publisher and art director for *The Woman's Journal*. Thomson lives in Portland.

'91

Kelly Carsh is golf sales associate for Nike Inc., in Stafford, Va.

Robert Dunstan MS '92 is a senior software engineer at Intel Corporation in Hillsboro.

Sandra Gay MEd '93 is the lower elementary assistant at Denver Technical Center Montessori, an elementary school in Aurora, Colo.

Julie Jacobs is a health information specialist with the Multnomah County Health Department.

'92

Rick Beery is a claims representative with North Pacific Insurance Company in Pendleton.

Jennifer Carpenter is a developmental disabilities specialist I at Yamhill County Health and Human Services, a mental health facility in McMinnville.

Julie Klas Lewis MPA is a human resources specialist with the American Red Cross in Portland.

John Loseth writes, "I graduated with an MBA from Washington State Univ., Dec. 1993. Moved back to Norway Nov. 94 after working for a CPA firm in Portland for almost a year. Just moved back to Portland after working as a project coordinator for

Storebrand Insurance Company (the largest insurance company in Norway)."

Timothy Miner is an account executive for American Telephone Technology, a telecommunications equipment and internet firm in Portland.

Wes Waltermann is the minister of music at New Hope Community Church in Portland.

'93

Cynthia Baker MS '95 is a Ph.D. student in the fisheries department at Oregon State University.

Jay Coalson is the communications project manager at Adidas America. He lives in Beaverton.

David R. Cox is a bookkeeper with Waremart Inc., and Cub Foods, a retail grocery chain. Cox lives in Portland.

Monica Cruz is an accounting manager for Peter Jacobsen Productions Inc., a sports event management and production firm in Beaverton.

Noelle Friesen is the program services coordinator and supported employment manager with St. Vincent dePaul Rehabilitation in Portland.

Jamie Hurst MS is a speech and language pathologist at Cobb Pediatric Speech Services in Kennesaw, Ga.

Jill Kolek is a project coordinator with River City Resource Group, an environmental consulting firm in Portland.

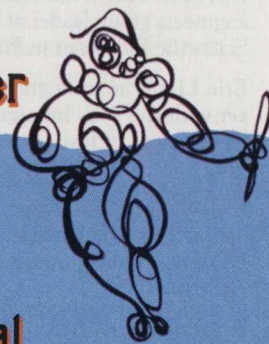
Carrie Sherrill is owner and project coordinator of Watermark Press, a commercial printing firm in Portland.

'94

Ellen Mary Bramble writes, "Increasing difficulty as a result of multiple sclerosis has sidelined my goal of an advanced degree—temporarily. Meanwhile, I express my creativity with photography (happily, my work is being published) and with research on Irish history as a background for an Irish historical novel which I am planning to write."

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ALUM NOTES

Dawn Draais is a customer service representative with MP Plumbing in Clackamas.

Laila Hirr MS has been elected to the PSU Alumni Board of Directors. Hirr is mechanical engineers group leader at Electro Scientific Industries in Portland.

Eric Lim is an immigration officer with the U.S. Immigration Department of Justice in New York, N.Y.

L. Jewel Miller is owner and operator of Safe Haven Infant Nursery, a child care facility in Hillsboro.

Ronald Pestner MPA '96 is a supervisor at ICM/Sun America, a financial management firm in Irvine, Calif.

Sharon Pottmeyer MS is an English as a second language

teacher at Mt. Hood Community College in Portland. Pottmeyer also is a self-employed education and learning specialist.

Paul Waadevig is in the second year of the MBA and JD program at Boston College Law School and Carroll school of business. He lives in Brookline, Mass.

Jennifer Wheelan owns and runs Unique Interiors, an interior decorative house painting business in Portland.

'95

Scott Basom is a design engineer at Longview Fibre Company, a paper and forest products company in Longview, Wash.

Lynn Breezley is the general manager and director of marketing at Breezley Motorsports, an auto racing team in Portland.

Doug Colling MPA is administrator at Netwest Development Corp., a retirement and assisted living facility in Peoria, Ariz.

Richard Cvarak is the GIS (geographic information systems) director with Morrow County in Heppner.

Cindy Galindo MPA is director of development and alumnae relations at Alverno High School in Seirra Madre, Calif.

Duane Gehlsen writes, "I have been accepted into a post graduate program at Reading University in England. The program begins in October and upon completion of the program I will have an MA in cognitive evolution."

Timothy Gorham is with the U.S. Peace Corps in Uganda, East Africa. Gorham's duties include "teaching, building, and helping."

'96

Darlene Allison is a sales representative with Wallace Laboratories in Beaverton.

Stephanie Berg is a creative services manager for Turner Broadcasting System in Atlanta.

Shawn Donihue is an intern architect at Winn Architecture in Portland.

Benjamin Elstein is the continuing education coordinator at Northwest Film School in Portland.

Tamara Garrity is a park ranger with the U.S. Army Corps of Engineers in Trail.

Penny Grotting is a curriculum director and teacher with the Powers School District.

Stanley Hall MBA is a manufacturing engineer with Hewlett Packard in Corvallis.

Lonnie Kishiyama is an ensign and investigating officer with the U.S. Coast Guard in Baltimore.

Casey McCart is a financial accountant at Willamette Industries Inc., in Portland.

Josh Polendey is an account manager with Western Fireworks in Aurora.

Erika Rust is a special education teacher with the Reynolds School District in Troutdale.

Narendar Sahgal MBA is senior staff engineer and program manager at Micro Processor in Hillsboro.

Stacey York was promoted to associate software engineer at Computer Task Group, Portland, in May. York has worked with CTG since November 1996.

'97

Joanne Reed has been accepted into a master's program in orientation and mobility for the rehabilitation of the blind at Western Michigan University in Kalamazoo. She secured a fellowship that pays tuition thanks to a recommendation written by the late Dr. Stephen Epler, whose biography Reed wrote in 1995. □

Jacqueline Brown '97 agreed with the judge. Yes, she had started drinking again.



Yes, she had a problem. Yes, she was guilty of drinking and driving. Yes, a \$3,000 fine, hours of community service, and time in jail were warranted.

But,

Brown reminded the judge, she had sought help for her difficulties, trying nearly every available treatment and therapy. And she had just done some research which showed that, historically, punishment wasn't often effective in alcohol and drug abuse cases. So she suggested an alternative solution. Miraculously, it had seemed to her, Portland State University had just accepted her application. If she were allowed to attend, it might be the chance she needed to turn her life around. "It would be better for me, for my daughter, and for society if I got an education," she argued.

The Beaverton judge agreed, sentencing her to attend college and to write a paper for him at the end of her freshman year.

Brown wrote the paper for the judge long ago. In August she graduated from PSU with high honors and a Bachelor of Science degree in sociology.

Brown made it through school because of her own focused determination, but she received help from a full-tuition Nancy Ryles Scholarship, named for the longtime state senator and member of the Beaverton School Board who died in 1990.

Continuing Nancy Ryles' legacy of public service, and with the help of a Laurel graduate scholarship, Brown will pursue her master's degree in sociology at PSU with an eye to working within the criminal justice system to encourage implementation of an "education option" in sentencing.

"People who get picked up for DUIs, petty theft, and drugs often have to pay heavy fines and take time to do community service," she says. "Two things they can ill afford.

"Education takes them away from their usual friends and bad environments. If you can raise their self-esteem, you can change the direction of their lives. Success can change your life. It did mine."

S P O R T S

ATHLETIC ALUMNI ASSOCIATION FORMED

The newly formed Viking Athletic Alumni Association is joining with the PSU Athletics Department to help former Vikings reestablish ties within their respective sport. Viking Night, a reunion of all athletic alums, will precede the PSU-Montana State football game on Saturday, Oct. 25, at the Multnomah Athletic Club. A \$6 admission includes tailgate food. Any ex-athlete joining the Viking Athletic Alumni Association will receive discounts at the PSU Bookstore, a sports pass, and invitations to special events. Locate a former PSU athlete, and your name will be entered into a prize drawing. For more information, contact Mike Fletcher, Athletics Department liaison for the Alumni Association, 725-6804.

GAME, BOOK TO HONOR POKEY The late Pokey Allen, who led Portland State's football to the NCAA Division II playoffs five times in seven years, will be remembered at the Nov. 8 PSU-Montana game. Part of every ticket sold will go to the Pokey Allen Scholarship for a PSU football player. Also, Bob Evancho of Boise has completed the book he was co-authoring with Pokey about Pokey's life. One-half of the proceeds will go toward a college scholarship for Pokey's daughter. The Montana game will be broadcast live on Fox Sports Northwest starting at 7 p.m. All other games this season will start at 6 p.m.



(Left to right) Ed Westerdahl; the late Coach Marion Pericin's son and wife, Mike and Lettie Pericin; Coach Ritchie McKay; and Athletics Director Jim Sterk

IN HONOR OF MARION PERICIN Ed Westerdahl, a prominent Portland public relations executive, has contributed \$10,000 to fund a men's basketball scholarship. Westerdahl made the contribution in the name of former PSU Coach Marion Pericin, who passed away last year.

SPRING SPORTS WRAP-UP

- Coach Teri Mariani's softball team had its ninth straight winning season with a 37-16 record. Mariani's career record is now 497-324.
- Men's Golf, coached by Eric Stinson, won the Western Washington Tournament and took second in the Portland Invitational.
- Hit by injuries to its top two returning pitchers, PSU baseball struggled to a 10-43 record. The bright spot was sophomore Rick Southall, who hit .415 to lead the PAC-10 North.
- Ryan Edwards earned All-Big Sky in track and field by placing second in the 200 meters and first in the 100 at the conference meet.
- Women's tennis won only one of 15 matches.

KEEPING TABS ON FOOTBALL GRADS A record seven Vikings could play in the NFL this coming season. They are tight end Ted Popson with the Kansas City Chiefs; linebacker Sammie Burroughs, Indianapolis Colts; wide receiver James Hundon, Cincinnati Bengals; running back Darick Holmes, Buffalo Bills; free safety James Fuller, Philadelphia Eagles; defensive end Herman Smith, San Francisco 49ers; and cornerback Paul Bradford, San Diego Chargers.

JOINING THE STAFF Canadian National Team Coach Neil Turnbull has been hired as PSU Women's Soccer coach, replacing Bernie Fagan. Monty Hawkins has served as interim coach for the past several months and will be Turnbull's assistant coach.

VOLLEYBALL AT HOME

Oct. 9	Idaho State	7 p.m.
Oct. 10	Sacramento State	7 p.m.
Oct. 14	Western Oregon	7 p.m.
Oct. 25	Weber State	2 p.m.
Nov. 13	Northern Arizona	7 p.m.
Nov. 15	Cal State-Northridge	7 p.m.
Nov. 18	Portland	7 p.m.

FOOTBALL AT HOME

Oct. 11	St. Mary's	6 p.m.
Oct. 25	Montana State	6 p.m.
Nov. 8	Montana	7 p.m.
	(on Fox TV)	

WOMEN'S SOCCER AT HOME

Oct. 12	Gonzaga	1 p.m.
Oct. 19	Northern Arizona	1 p.m.
Nov. 4	Oregon State	7 p.m.

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